

# AMERICAN NURSERYMAN

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

JUNE 15, 1953



*Cercidiphyllum Japonicum*

**SEEDS** TREE—SHRUB—PERENNIAL  
FLOWER—GRASS—VEGETABLE

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# AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

VOL. XCVII No. 12

JUNE 15, 1953

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Forms for the July 15 issue will close Thursday, June 25.

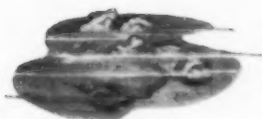
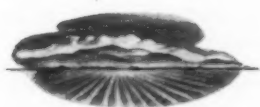
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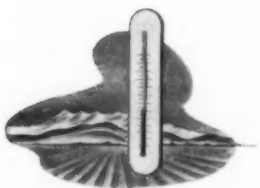
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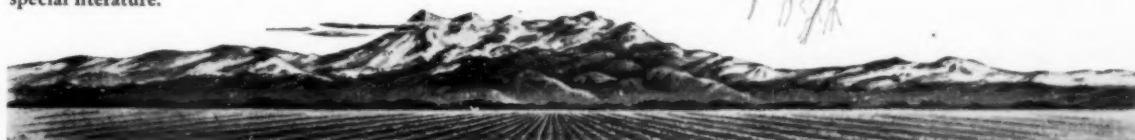
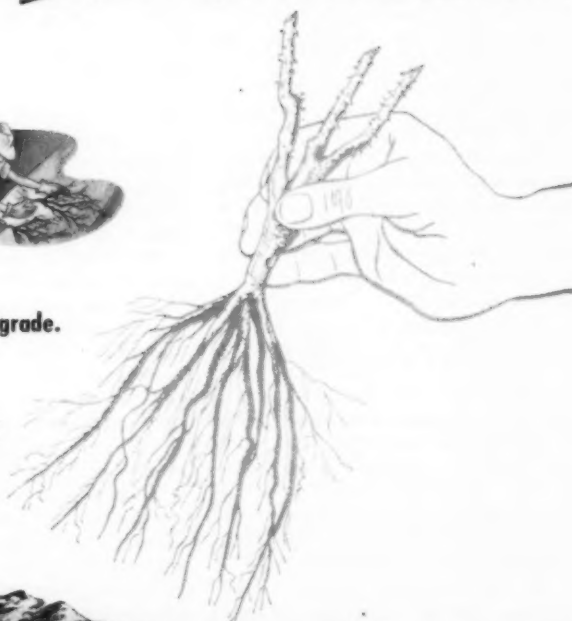


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—Perfect plants, heavily rooted, the kind your customers will choose first. These are "Seasoned Rosebushes" from "Howards of Hemet."

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"Seasoned Rosebushes"

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# AMERICAN NURSERYMAN

F. R. KILNER  
*Editor and Publisher*

KENNETH A. BRENT  
*Managing Editor*

## Editorial

### CUT PRICES

When a garden store in the city cuts prices in a hot June, the public expects the stock to be dry and worth only the reduced price.

But when a cut-rate sale occurs at the height of the season, not only do competitors, but the public also, suspect the reason only to be that of undermining others in the field. The low prices, therefore, are not likely to be considered bargains so much as low prices on low-quality plants.

Akin to that is a practice no more likely to attract intelligent buyers—that is, offering “\$5 hydrangeas at \$2.98” and \$2 rosebushes for \$1.”

Who says the hydrangeas are worth \$5 or the roses \$2? If they were not offered at such prices by the same firm previously, whose are the quotations of value?

Most of the gardening public today is adult and is affronted, rather than lured, by old-style, cut-price offers. The retail nurseryman seeking a following neither practices nor is disturbed by others who do practice such tricks.

### SELF-SERVICE

Self-service has extended to a number of retail mercantile fields, including the nursery. The public has become accustomed to it and likes it. The customer may wander and choose and make up his or her mind without the former drain on a salesman's time and patience.

To be successful, however, a self-service garden store or salesyard must be carefully planned and must receive constant attention. It is not enough to assemble the merchandise, in bins and on counters, and then leave the premises to the visitors. Yet the time of planning and the work of supervision are well-repaid in the sales effected at a lower cost in salesmen's time.

The illustrated articles on this type of nursery retailing which have appeared in the American Nurseryman have been studied by many readers who are undertaking something similar or contemplate doing so. Ad-

vances in layouts and methods are being made constantly. Hence, any reader of this magazine who has opened a new garden shop or retail salesyard, with self-service particularly, is invited to send photographs, plans and comments to the editor for possible publication in coming issues. The progress to be made in this type of service to the public will enhance the sales gains in the industry.

### LIVING GARDENS

Phases in the present architectural trend toward home construction features that are utilitarian or low in maintenance cost may bring dissatisfaction later to those home buyers when they come to be less preoccupied with shelter at reasonable cost and more interested in gracious living.

Of the interior features, nothing will be said here. But of the outdoors, where the garden should be, more thought should be taken. Wide paved areas may at first seem an easy solution for play and entertainment areas, aside from the strictly utility yard. But they may become stone monuments of bleakness when babes in arms become school children and more lawn or garden is desired.

Wood fences and brick walls may seem to be no more expensive, easier of upkeep and longer lasting than a hedge or shrub border. But fences and walls need repairing, and in time their sameness and blankness will be sorry in comparison with the changing hues of living plants.

Yet some landscape nurserymen, aside from the landscape architect, abet their customers in their fancies for mortar and lumber, derived from pictures in some so-called garden magazines. Busy now with more work than they can complete in the season, some of these nurserymen seem glad to let carpenters and masons assist in finishing the home grounds the sooner.

To say that they are eschewing an opportunity to sell more plants and perform more work does not mean much to them while they are so busy, nor is it the core of criticism. Neither is it to say that a trend is being established which will carry the public away from living plants to inanimate structures, for human nature is likely to resist such a trend.

Instead, the homeowners, in a year or two, will ask, “Why did you let

me do this? Why did you let me put in all this masonry and lumber, instead of selling me more of a living garden?”

The landscape nurseryman who can point out that he recommended and preferred to install plantings, rather than to accede to the homeowner's fancy for the utilitarian and easily maintained, will be in a much better position to book orders in a later season, when he may be hunting for them.

### TIP TO SECRETARIES

The secretaries of most of our trade associations have ever present the problem of earning their living as nurserymen, and spare time for preparing convention programs and securing speakers is not abundant. Anxious to promote good convention attendance, they seek names that are drawing cards in the meeting publicity. In so doing, they may overlook the value of the speaker's message to the convention audience.

Not infrequently an able and well-known speaker fails to interest an audience because his knowledge does not fit the sectional problems of his hearers. Not only is a big fee wasted, but also the time of those who come to the convention to learn.

Sometimes a discussion among the home folks in a convention session brings out more solid meat in the way of trade information than the learned exposition of an imported celebrity. The latter may have “gone over big” in one environment; the secretary or the program committee should make sure he will be able to do likewise at a convention held at a distance elsewhere.

### PRESERVE LANDMARKS

Chartered by Congress but dependent entirely upon private contributions for its support, the National Trust for Historic Preservation is the American counterpart of the better known and older British organization, being formed to save famous landmarks in this country from decay and oblivion.

The first such property taken over and to be restored by the trust is Woodlawn plantation, home of the adopted daughter and the nephew of George Washington, to whom he presented 2,000 acres from his own Mount Vernon plantation when they were married on his last birthday, in 1799.

## The Mirror of the Trade



Charles Wedding, center, Wedding Nurseries, St. Petersburg, is the new president of the Florida Nurserymen and Growers Association. Flanking him in this picture are two newly elected directors of the association, Gervin Pringle, Florida Nursery & Landscape Co., Leesburg, and David Stabler, Winter Haven Nurseries, Winter Haven.

## Wedding Heads Florida Group

*By Joan Kilner Mills*

The Florida Nurserymen and Growers Association, which was formed a year ago when the nurserymen separated from the state florists' association, held a successful first convention May 17 to 19 at the Soreno hotel, St. Petersburg. During its first year the new association has signed up about 700 charter members, nearly half of whom were present at the convention.

### New Officers

Charles Wedding, Wedding Nurseries, St. Petersburg, who was chairman for the convention, was elected president for the following year, and Hugh Lalor, Caribbean Nurseries, Opa Locka, vice-president. Regional vice-presidents are: Northwest, Alban Stewart, Stewart Nursery, Tallahassee; northeast, George Taber, Glen St. Mary Nurseries, Glen St. Mary; gulf coast, E. S. Reasoner, Reasoner's Tropical Nurseries, Bradenton; central, Verne Buck, John's Apopka Nursery, Apopka, and lower east coast, Roy Rood, Rood Landscape Co., Jupiter.

Directors are David Stabler, Winter Haven Nurseries, Winter Haven; Edwin Fraser, Southern States Nurseries, Macclenny; Gervin Pringle, Florida Nursery & Landscape Co., Leesburg; T. W. Blount, Blount's Nursery, Fort Lauderdale, and Mike

Mastaler, Greer's Nursery Sales Co., Miami.

Sunday afternoon, the opening day of the convention, there was opportunity to attend a meeting of the Florida Orchid Association, at which Dr. Kenneth Post, department of floriculture, Cornell University, Ithaca, N. Y., spoke; a meeting and show of the American Hibiscus Society, and a visit to Turner's Sunken Gardens. There was a buffet supper at the hotel.

Monday night a barbecue, community singing and swimming were greatly enjoyed at the Bath Club on Redington beach on the gulf.

Tuesday night a banquet and dance were held at the hotel. Bill Fiefield, state experiment station, Gainesville, was master of ceremonies.

### First Session on Finances

Convention business got under way Monday morning at the first general assembly, with President David Stabler presiding. The mayor of St. Petersburg gave the official welcome.

Gervin Pringle presented the financial report, which showed a balance on hand of \$4,445.49 and unpaid pledges of \$1,095, as of May 1. He announced a proposed budget of \$18,750 for 1953-54. Of this, \$11,000 covers salary and expenses of the ex-

ecutive secretary, James Griffin, Jr.; \$2,500 for research; \$1,310 for expenses of the president's office; \$340 for dues to other organizations, and \$3,600 for institutional advertising.

Mr. Pringle showed how dues to the association are an investment, not an expense. It was estimated that each member was saved a minimum of \$18 a year by not having to pay sales tax on purchases of soils, tools, equipment, supplies and plants; a minimum of \$150 a year in time saved from not having to fill out sales tax forms, and a minimum of \$15 a year for retaining their position as farmers—all advantages gained for them through the efforts of the association. Other benefits, but difficult to estimate their values in dollars, are advertising and publicity for the industry's representation on the Florida Agricultural Council, aid in research by the state university and establishment of the permanent clearinghouse for the association operated by the executive secretary.

A plan for computing active members' annual dues was discussed and adopted. This plan differs from the dues schedules of other nurserymen's associations.

The member reports the following information by listing the number of units he has of each:

Square feet of glass (2,500 square



## Florida A. A. N. Chapter Meets



Two of the speakers at the recent Florida meeting. Left, Kenneth Post, professor of horticulture, Cornell University, and right, Roy O. Nelson, field superintendent, University of Miami experimental farm.

feet is equivalent to one unit).  
Square feet of retail yard (5,000 square feet equals one unit).

Acres of slat or container stock (one-half acre equals one unit).

Acres of open nursery (one acre equals one unit).

Acres of sod (five acres equals one unit).

Pieces of heavy equipment (any 4-wheeled vehicle).

Any fraction is considered another unit.

The member is assessed \$2.50 per unit. Minimum dues are \$12.50, and maximum, \$200. Memberships are by firm, with one person from the firm permitted a vote. Other persons from the firm are entitled to associate memberships at \$5 a year. Allied businesses pay \$25 a year, and out-of-state nurseries, \$5.

### Landscape Design Panel

In the afternoon the nurserymen and foliage plant growers met separately. The nurserymen heard a panel discussion on "Contemporary and Traditional Landscape Design," by Lloyd Hoover Galiher, Florida Nursery & Landscape Co.; Fred Stresau, landscape architect, Fort Lauderdale; Bailey Breedlove, Holmes Nurseries, Tampa, and Alban Stewart.

Mr. Galiher had a fine exhibit of magazine pictures of contemporary landscaping, and Mr. Stresau showed color slides of some recent landscaping jobs he had designed.

Our changing society, new modes of living and working and new ma-

[Continued on page 44]

The Florida chapter of the American Association of Nurserymen held breakfast meetings May 18 and 19 at the Soreno hotel, St. Petersburg.

P. D. Shoemaker, Jacksonville Landscape Co., Jacksonville, was elected president for the ensuing year. The other new officers are vice-president, L. E. Southern, Mangus Landscape Nursery, Coral Gables; secretary, Alban Stewart, Stewart Nursery, Tallahassee, and treasurer, R. E. Brown, Goochland Nursery, Pembroke.

Delegates to the national convention will be J. F. Alexander, Lake Garfield Nurseries Co., Bartow, and G. B. Schoonmaker, Glendon Cliff Nursery, Miami. Their alternates are Thelma Vick, Ixora Park Nursery, Miami, and Myrtle Armstrong, Kitchen Door Nursery, Miami.

At Monday's breakfast the program featured an open discussion on "What I Think of the A. A. N." The group also contemplated the possibility of bringing the national convention to Florida in 1957. At the meeting Tuesday morning, a representative of the Miami Beach chamber of commerce was present to tell of hotel accommodations and convention facilities that would be available at Miami Beach for July, 1957.

J. F. Alexander said that he had noticed there were too little fumigation and inspection of planes landing in Florida from foreign countries. When luggage is inspected, there is rarely a plane load from which some fruits or plants are not confiscated. He said that to prevent delay and inconvenience to their passengers, the

airlines were trying to lower the inspection requirements so that only one in 10 pieces of luggage need be inspected. The A. A. N. chapter went on record favoring strict inspection of luggage and asked that the matter be brought to the attention of the chief of the bureau of plant industry and plant quarantine. Mr. Alexander also presented this problem to the general meeting of the Florida association, which passed a similar resolution. The group wishes to bring the matter before the national convention of the A. A. N. to secure a similar resolution from that body.

### HIBISCUS SHOW

"Hibiscus Through the Ages" was the theme of the annual show of the American Hibiscus Society, held May 17 at St. Petersburg, Fla.

The noncompetitive division dealt with nomenclature through history. Norman Reasoner, Reasoner's Tropical Nurseries, Bradenton, was in charge of the exhibits of early pioneer varieties; Ed Brown, Goochland Nursery, Pembroke, modern styles, and Anton Kuhn, Hibiscus-by-Flotom, Miami, future beauties.

In the competitive division entries from commercial and amateur growers were judged together. Commercial growers who won first prizes were Indian Rocks Nurseries, Indian Rocks Beach, for Lavender and Old Lace and Gijora; Curt Tuch, Bellaire Beach, for *Althaea rosea*; J. W. Johnson, Seminole Nurseries, Clearwater, for a bicolor, and Seminole Nurseries, Largo, a double orange.



Discussing the budget for the coming year for the Florida Nurserymen and Growers Association are, left to right, Allen Dudley, Lockhart; James Griffin, Key Biscayne, and Ed Brown, Pembroke.





Two views of Hamburg, Germany. At left, Planten un Blomen park, site of the 1953 horticultural exhibition, and below, Monckeberg street and St. Peter's church.



## Nurserymen Plan Tour of Europe After Convention

The National Landscape Nurserymen's Association's summer tour to the gardens and nurseries of Europe continues to arouse interest and enthusiasm among its members and friends. Judging from the reservations coming in, Lloyd G. Platt, secretary-treasurer of the organization, has announced that places for the trip will be filled at an early date. The N. L. N. A. extends an invitation to nurserymen and members of allied trades to participate.

This postconvention tour is tailored to meet the requirements of the progressive nurseryman who is interested in what his European colleagues are doing. Not only does it include contacts with members of 10 nurserymen's associations in six European countries and visits to two international horticultural exhibitions (in Germany and Italy), but it also undertakes visits to bulb research laboratories, flower auctions, seed-growing grounds and fruit tree nurseries and inspection of outstanding gardens and parks—among which are those of Versailles, at Paris. Opportunity will also be provided for inspection of growing and marketing facilities of gladioli, tulips, hyacinths, lilies, narcissi, dahlias, roses and carnations. There will also be ample time to enjoy the cuisine, the artistic and cultural achievements and the entertainment offered by the cities on the itinerary.

These 11 cities in six countries are a veritable treasure house of the culture of the free western world.

The first of the cities on the tour is dignified old London, which in July will still be under the spell of the coronation of Elizabeth II; Windsor Castle and the Hampton Court Palace stand prim as a result of the going over they received in preparation for this great event. St. Paul's Cathedral, the Tower of London, Westminster Abbey, Houses of Parliament, Trafalgar Square and the neat, orderly environs of the British countryside will be points of interest viewed by the representatives of our horticultural groups and their friends.

Sightseeing will fill only a portion of the time spent in London. The common language which we share with the British will enable our travelers to benefit greatly from meetings with groups of fellows and associate members of the Royal Horticultural Society. This organization was founded nearly 150 years ago; today it has a membership of over 25,000. Among the other British groups with whom official as well as personal contacts will be made are the Horticultural Trades Association and the Institute of Landscape Architects.

Not quite two hours from London by air lies Holland, a country which has established world renown for its progress in the realm of horticulture. The industrious Dutch have turned portions of their little nation into

vast nurseries for the production of bulbs and herbaceous plants. Here, most of the time will be spent between the cities of Utrecht and Amsterdam. It is near Utrecht that we will find the nurseries of Dreibergen and the old park of Doorn, in which Kaiser Wilhelm chopped wood during his exile.

In the vicinity of Amsterdam the group will visit the wood-park and the nurseries at the flower village of Aalsmeer, with the international flower auctions, at which buyers from many lands make their bids by pushing electric buttons. At nearby Haarlem, inspection of the Van Tubergen Nursery and luncheon with the Associated Bulb Growers of Holland are scheduled. During the afternoon of the same day the demonstration gardens of gladioli and dahlias and the Lisse Laboratory for Bulb Research will be visited at Hillegom. The city of Amsterdam plays host to the visiting nurseryman and his friends during the evening. The following day, after all the newly acquired trinkets are packed, the party will depart for Hamburg, Germany.

### International Exhibition

This old Hanseatic League city on the shores of the Elbe river is the site of the International Horticultural Exhibition, at which some 15

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## Spring Business Eastern, Midwestern Wholesalers Report



Checking stock for shipment. Picture from Weeks Wholesale Rose Grower, Ontario, Calif.

Heavy rain throughout the spring shipping season restricted operations at most of the Connecticut wholesale nurseries reporting for the spring survey of business. Digging was so retarded at the firms represented by E. D. Robinson Sales Agency, at Wallingford, Conn., that some of them had difficulty moving orders out at all. "Some weeks digging gangs could go into the fields on only one or two days of the week," Mr. Robinson writes, "and sometimes it was a case of working under impossibly muddy conditions." Although the volume of orders at the Robinson firm was heavy, it fell below expectations because of so much rain. He continues, "The repeat orders have not been up to their usual volume, which leads us to believe that our customers have been unable to keep planting gangs at work all the time, and this will cut down some on the season's output."

Mr. Robinson expects many kinds and sizes of evergreen materials to be short next year, though the extent of the shortage will not be known until summer inventories have been made.

Prospects for an increase in fall demand are seen in the poor spring conditions by Charles S. Burr, of C. R. Burr & Co., Manchester, Conn., who reports that there is a feeling that many persons who were unable to plant as they wished this spring would postpone it until fall. "This should also be reflected in an increased demand next spring, particularly if the weather is anywhere near normal," he writes. The Burr firm, too, was delayed in its digging operations.

The labor situation at Burr & Co.

is still acute, Mr. Burr writes, but "We think we have taken a step in the right direction with the recent installation of a pension plan financed largely by the company."

### Booming Sales

Sales far above those of last year are reported by R. H. Gardner, Gardner's Nurseries, Rocky Hill, Conn., though orders dropped sharply after May 1. Orders are coming in fast for next year, he writes, "with substantial increases which we cannot meet. Prices next year will be practically the same as in the past two seasons."

The outlook appears good, Mr. Gardner concludes, and the firm will plant a couple of hundred more acres.

One of the most trying seasons in many years caused a considerable delay in digging at Leghorn's Evergreen Nurseries, Cromwell, Conn., according to John J. Leghorn. "It rained nearly every day throughout the digging season, but despite the delay we found the customers most sympathetic and cooperative, for which we are grateful. The help situation remained difficult at Leghorn's, but every order was eventually shipped and the volume was considerably larger than in previous years."

"We had maintained the same prices this year as last," Mr. Leghorn continues, "but we feel we will have to have an increase in prices in the coming season to meet our rising costs for labor." Plantings are slightly smaller than last year's, he writes, and there will be less stock available next season.

A good volume of sales which equalled or surpassed last year's volume was the fortune of Vanderbrook

Nurseries, Manchester, Conn. Louis C. Vanderbrook writes that the firm has been unable to produce enough to keep pace with the demand, and the shortage of Japanese yews is fast becoming acute.

"We look for prices to remain fairly steady during the coming year," he writes. "We plan no increases or significant decreases. We also do not expect radically to change the extent of our plantings for next year."

### Demand Good

Demand for stock at Jackson & Perkins Co., Newark, N. Y., was good this spring, "but there wasn't the zip that there has been for the past few years," writes Charles H. Perkins. "This we have attributed mostly to the excessively wet weather, which prevented people from working in their gardens as they usually do."

Mr. Perkins looks to the high level of building activity to maintain demand in the nursery industry for several years, and he expects the prices of his firm's stock to remain about where they are now.

John Kelly, of Kelly Bros. Nurseries, Inc., Dansville, N. Y., writes that his firm enjoyed ideal planting weather in April and May. Also, he says, "We have noticed the increased demand for fruit trees from commercial growers, and we anticipate a stronger demand in the coming season. With the number of new homes being built or being planned, we foresee a rise in the home landscaping business."

Mr. Kelly concludes by saying that his firm is optimistic in its plans for the future.

The demand was greater than the supply this spring in all the main

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# Texas Rose Foundation Hears Report

J. A. Bostick was elected president of the Texas Rose Research Foundation at its annual report meeting at Tyler on May 16. Mr. Bostick succeeds Delbert Thompson to head the organization, which voted a \$12,500 budget for rose research during the fiscal year of 1953-54.

Other officers elected were first vice-president, Hewitt Wilson; second vice-president, Delbert Thompson; secretary-treasurer, Neal Harville.

New directors elected for two years were Allen Bostick, Neal Harville, Paul Shamburger and Virgil Himbrew.

Carryover directors for one year are Delbert Thompson, Earl Ginn, Clark Kidd, Bernice House, George Miller, Homer Eikner and Hewitt Wilson.

## Dr. Lyle Reports

Dr. E. W. Lyle, plant pathologist for the foundation, reported to the rose growers and nurserymen on tests conducted for the foundation in regard to certain diseases and methods of control.

He also told of experiments in packaging and storage of rose budwood for 224 days and of tests of fungicides and fertilizers. Dr. Lyle's report in detail is as follows:

**1. Crown Gall and Hairy Root Diseases:** In experimentation with methods to control these diseases, the treatment of cuttings with chemicals to protect against bacterial infection is one line of study. During the past year, nine additional preliminary tests have been made with possible bactericides on cuttings, making the total nearly 200 in the list of foundation experiments. Most promising in

the new trials is a fungicide called Orthocide 406, which lately has been named Captan. This is being put into field trial for a 2-year observation period.

The laboratory study of the spread of the gall diseases has led to numerous inoculations of tomato plants. When these become infected, they show the disease much more quickly than rose plants. The inoculations with bacteria introduced into the soil placed up around nicks or notches made in the tomato stems have given infection most quickly, sometimes in less than two weeks. Transfer by knife, even of pieces of gall tissue, into slit places in the tomato stems has failed to result in infection in most cases. Hypodermic injection of the bacteria into the tomato stems has given infection readily. Soil infestation following slashing of the roots of a potted tomato plant failed to start gall development.

In the case of stem infections with tomato, the gall-producing bacteria can migrate both upward and downward in the stem tissue, but the number of bacteria involved in any infection may be very few. In the gall tissue itself, the abnormal cellular growth may have no bacteria present or so few that they are not evident. Bacteria collected from de-eyng knives did not prove to be the true gall-forming bacteria in two trials made. Attempts to obtain gall-forming bacteria from the air around rose-bush processing places and storages have resulted in trapping bacteria resembling the gall type, but which did not prove to be so on being tested in tomato plants. (The cytological studies and inoculations were made with the cooperation of the Albert

Morriss Biological Testing Laboratory, of Tyler.)

**2. Black Spot Disease:** Of the fungicides under field trial this season, the Manzate and Captan formulations have appeared best. These showed good flow with a rotary hand duster and good adherence on rose foliage. The weather through the growing season was not conducive to black spot infection.

The rose variety, Mabelle Stearns, has been observed to be free from black spot in close growing proximity to severely infected roses of other varieties and has been secured for propagation experiments and further tests for immunity to black spot.

**3. Nematode and Virus Diseases:** These diseases have been seen very seldom during the season, but yellow mosaic was noted on the same plants in a test garden in which it had been noticed previously.

**4. Storage Experiments:** The live of plants propagated from budwood stored 224 days at 30 degrees Fahrenheit (November 26, 1951, to July 7, 1952) was as good as from freshly cut budwood of the same varieties grown in an adjacent row. Four varieties used were The Doctor, Golden Charm, Improved Lafayette and Else Poulsen. The test involved three methods of packing budwood for storage. The average live in number of plants April 28, 1953, ranged from 67 per cent to 76 per cent for the three methods of packing with the four varieties of roses; the live from freshly cut budwood was 70 per cent. Tar-laminated paper was preferred to polyethylene for wrapping the budwood for storage.

**5. Fertilizers:** The field experiment

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Dr. E. W. Lyle, left, plant pathologist for the Texas Rose Research Foundation, joins the new officers of the association, who are, left to right, Hewitt Wilson, first

vice-president; J. A. Bostick, president; D. L. Thompson, second vice-president, and Neal Harville, secretary-treasurer.



## For Ornamental Horticulture

# Estimates vs. Actual Figures

(Fourth of a Series)

The development of statistical and economic information for floriculture and ornamental horticulture is essentially confined to the few years since 1945, according to the bureau of agricultural economics of the United States Department of Agriculture. Until actual figures could be accumulated for recent years, it was considered necessary to arrive at various estimates for use by the industry. Some preliminary estimates were made in 1946 and 1947, and many all-inclusive estimates were prepared in 1948 and released during the early months of 1949. In the development of these estimates, attention was given to trends and changes in prices, business practices and other factors, particularly since 1939. Individual estimates and their interrelationships were compared with the few earlier fragmentary reports dating back to 1929. In most cases, estimates for ornamental horticulture (nurseries) could not be developed as fully as was possible for floriculture (florists).

Confidence and reliability accorded the estimates varied with individuals who expressed an interest in them and with the uses to which they

This article, like others in this series, is released through the American Association of Nurserymen by the bureau of agricultural economics, United States Department of Agriculture.

were put. Little factual support was available concerning any of the different conclusions as to the reliability of these estimates.

Since 1949, attention has been given by the federal government to acquiring and summarizing actual information on a systematic basis. At this time it is appropriate to compare a few of the earlier estimates with official information of a more recent date. This comparison also has proved useful to the U. S. D. A. as a preliminary step in the selection of marketing problems of the horticultural specialties industry, to which attention should be directed first.

When a comparison of the estimates and the actual data shown in the table is made, it should be remembered that the special census included only those establishments with sales of more than \$1,000, and that the census of agriculture included all farms—even those with few or no sales—as long as they met other qualifications for being enumerated as farms. In this connection, it is important to observe that those firms with sales of less than \$1,000—although they numbered about one-half of the total—accounted for only 2 per cent of sales and such other industry totals as labor and payrolls.

Analysis of the various sources of information indicated the strong likelihood that in 1948 there were about 45,000 establishments engaged

in production of the horticultural crops, even though census of agriculture enumerations for 1929 and 1939 had reported more nearly 30,000 establishments. There was an indication that, of these 45,000 establishments, about 12,500 were specialized for woody and perennial herbaceous plant nursery production. There were, in addition, an estimated 25,000 floricultural crop establishments and 7,500 establishments that could be classified as producers of greenhouse vegetables, propagated mushrooms, bulbs, flower and vegetable seeds and other miscellaneous crops. In the accompanying table the 20,000 crop production establishments listed include the 7,500 producers of miscellaneous crops. These estimates are in substantial agreement with the official totals reported by the census.

### Farm Value \$400 Million

It was indicated that the farm value of all horticultural specialty crops amounted to about \$400 million in 1948. Further analysis showed that, whatever the farm value might be, about three-fourths of the total would represent wholesale value of the crops, and that the remaining one-fourth would be an additional increment due to the retail selling of crops produced and sold by growers. There was also evidence which indicated that retail sales, by growers, of commodities which they had purchased were about equal to one-fourth of the farm value. Consequently, total sales of the growers of horticultural specialty crops were estimated at \$500 million.

Among any of these three values (farm value, total sales and wholesale value), it appeared probable that about one-third of the total would have to do with ornamental horticulture and the remaining two-thirds with floriculture.

When the original estimates were being made, it appeared that there were about the same number of establishments of all sizes engaged in the retail distribution of ornamental horticultural and floricultural goods and services as there were in producing these crops. Thus, it was estimated that there were about 37,500 retail establishments, of which 12,500 handled ornamental horticultural crops and 25,000 handled floricultural crops.

On the basis of information concerning retail and service sales, it was clear that, in the ornamental horticulture segment of the industry, the sales of nursery stock and services would be equally divided among the

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Item	Unit	Estimate	Actual Amount
Crop Production			
Establishments	Number	20,000	21,996
Total Sales	1,000 Dollars	170,000	172,422
Farm Value*	1,000 Dollars	400,000	392,116
Wholesale Value	1,000 Dollars	100,000	109,729
Labor Force	Persons	75,000	71,991
Full-time Paid Labor	Persons	15,000	16,699
Payroll	1,000 Dollars	50,000	50,462
Sales			
Ornamental Horticulture	1,000 Dollars	350,000	....
Nursery	1,000 Dollars	300,000	....
Farm and Garden			
Supply Stores	1,000 Dollars	100,000	107,364
Retail Growers	1,000 Dollars	100,000	82,702
Other	1,000 Dollars	100,000	....
Seeds and Bulbs	1,000 Dollars	50,000	....
Labor Force	Persons	40,000	....
Greenhouse Area*	1,000 Sq. Ft.	200,000	191,400
Retail Establishments	Number	12,500	....

\*Total for all horticultural specialties (ornamental horticulture plus floriculture).

Summary of Estimated and Actual Statistics for Ornamental Horticulture.





View of Rosedale's Nurseries' Striking New Pomona, Calif., Branch.

## New Rosedale Branch Attracts Public

A festive 3-day celebration this spring hailed the opening of Rosedale's spacious, attractive nursery at Pomona, the sixth retail establishment of the well-known west coast chain headed by Harry E. Rosedale. The opening celebration featured the presentation of gifts and prizes, spraying and fertilizing demonstrations and free garden consultations, and was accorded a favorable and enthusiastic reception by an estimated 8,500 persons during the three days.

On hand the opening day to launch the week-end event and to extend a formal welcome from the citizens of Pomona were Mayor Alan G. Orsborn; Jack Evans, president of the California Association of Nurserymen; Roy Day, president of the Pomona chamber of commerce; Mrs. A. H. Robertson, chairman of the city's beautification committee; Roy L. Driscoll, of the Los Angeles county fair, and others. Greeting them were Harry E. Rosedale, head of the nursery chain; Howard Past, the firm's vice-president; Charles Crum, general manager of the chain, and H. Dewey Goggins, manager of the new Pomona nursery.

Ruth Pierce, queen of the 1952 Los Angeles county fair, cut the ribbon barring the entrance to the nursery and drew the first ticket for door prizes at the opening ceremonies. Prizes were awarded thereafter every hour from 10 a. m. to 5 p. m. on each of the three days.

In addition to free gifts and prizes—which were in the form of hun-

dreds of dollars worth of plants and garden accessories—special values on shrubs, roses, camellias, azaleas, fruit and shade trees, garden tools and lawn seeds had been announced and were partly responsible for the large attendance and overwhelming interest of the Pomona valley residents. A highly satisfactory dollar amount of sales during the 3-day event was reported, but equally pleasing to the management was the opinion—heard repeatedly—that it was going to be a source of great satisfaction to have a nursery of Rosedale's caliber so conveniently located for residents of the area, a view presaging continued success of the new branch.

A focal point of interest in Rose-

dale's display yards during the three big days was a gaily striped awning under which authorities on many different aspects of garden care were grouped to demonstrate and explain the latest methods of planting, fertilizing, cultivating, spraying and feeding.

One display showed, placed in a number of different trays, the various chemical elements which go into Rosedale's all-purpose fertilizer, and the demonstrator explained why each element is needed for healthy plant growth.

Another interesting feature was a demonstration of foliar feeding. Other demonstrations revealed the

[Continued on page 36]



Present at the ribbon-cutting ceremonies which officially opened Rosedale's Nurseries' Pomona, Calif., branch were, left to right, Roy Day, president of Pomona chamber of commerce; Mrs. A. H. Robertson, chairman of the city's beautification committee; Harry E. Rosedale, president of Rosedale's Nurseries; Ruth Pierce, queen of the 1952 Los Angeles county fair; Allen Orsborn, mayor of Pomona; Howard Past, Rosedale's vice-president, and Charles Crum, general manager for Rosedale's Nurseries.



Phellodendron Amurense.



Cornus Florida.



Diospyros Virginiana.



Stewartia Koreana.



Parrotia Persica.

## Tips for Better Landscapes

By Clarence E. Lewis

Long Island Agricultural and Technical Institute, Farmingdale, N. Y.

### ATTRACTIVE BARKS

An item that should interest the garden-minded public, and which seems to have eluded the majority of landscape planners, is the attractive barks and stems of many of our shrubs and trees. Some are, of course, more desirable than others, and what may prove interesting to one may not to another. Nevertheless, it certainly is a point in selling some landscape jobs, for an appealing (not peeling) bark is there throughout the year—not as the flowers for about two weeks, or the fruits for a month or so.

With the large windows so common in the new homes, there is the tendency for people to look outside more often during the winter months or other months of the year not conducive to outdoor living. Why not provide something interesting for the viewer to see? This is particularly important when the living room window faces directly onto a garden, a shrub border, a garden terrace or any planted section or lawn area. Colorful barked or stemmed plants, when combined with broad or narrow-leaved evergreens, are doubly interesting and challenge the artistry in any landscape designer's make-up.

For terraces where a certain amount of shade must be created by lateral-branched small trees of single trunks, there are several possibilities:

The American hornbeam, blue beech, water beech or smooth ironwood—all the same plant—*Carpinus caroliniana*; yellowwood, *Cladrastis lutea*; Japanese snowbell, *Styrax japonica*, and Persian parrotia, *Parrotia persica*, not only do the job but have attractive barks. Where clump growers are needed, the gray and river birches, *Betula populifolia* and *B. nigra*; Alleghany and downy shadblows, *Amelanchier laevis* and *A. canadensis*, and Franklin tree, *Franklinia alatamaha*, are possibilities.

Along garden or woodland walks, as parts of a shrub border or as garden features, attractively barked trees or shrubs add a new "oomph." When you attend the next large indoor flower show that includes competitive gardens, observe the "spark" that a gray birch lends to the garden. Alleghany shadblow, river birch, Persian parrotia or Japanese Stewartia might well find their way into the schemes of future flower show gardens.

Interestingly barked small trees that are pocketed in and near brick or stone walks, or at the top of well-made walls, lend a definite charm. They are made even more enticing by using ground covers with them. The brick or stone background of a house also suggests the use of clump or single-stemmed small trees that have barks which are out of the ordinary.

The possibilities are unlimited. All  
[Continued on page 30.]

# SEEDS FOR SUMMER SOWING

<b>ACHILLEA</b>			
apertum (Sweet Yarrow), yellow.	1/2 oz.	\$0.75	\$4.00
filipendula, yellow.	1/2 oz.	.45	1.00
filipendula, Parker, lg. yellow.	1/2 oz.	.40	1.25
multiflorum, white.	1/2 oz.	.50	.70
multiflorum, magenta-rose.	1/2 oz.	.40	.55
plumosa Pearl, dbl. white.	1/2 oz.	.45	1.60
<b>ACONITUM</b>			
lyconatum (Wolfbane), cream.	1/2 oz.	.45	1.00
capellus, blue.	1/2 oz.	.45	1.00
wilsoni, purple.	1/2 oz.	.55	1.80
<b>AGROSTEMA</b>			
coronaria (Rose Campion), violet.	1/2 oz.	.35	
coronaria atrosanguinea, dp. red.	1/2 oz.	.35	
<b>ALYSIUM</b>			
argenteum (Yellow-Tuft)	1/2 oz.	.45	1.75
saxatile (Silver Queen)	1/2 oz.	.45	.90
saxatile compactum (Gold Dust)	1/2 oz.	.40	.35

## DELPHINIUM

Beladonna Cliveden	1/2 oz.	0.75	
Beauty, lgt. blue.	1/2 oz.	\$0.45	\$1.00
Beladonna Imp., lgt. blue.	1/2 oz.	.65	1.80
Beladonna, dk. blue.	1/2 oz.	.45	1.00
Cardinal, scarlet.	1/2 oz.	.60	1.50
Iceberg, pure white.	1/2 oz.	.45	1.00
Lamarina.	1/2 oz.	.40	1.20
Nudicaule.	1/2 oz.	.60	1.40
<b>Pacific Giants Hybrids</b>			
Black Knight, dk. blue (dk. B)	1.50	3.25	
Blue Bird, clear medium blue	1.50	3.25	
(white B)	1.50	3.25	
Bluejay, clear medium blue	1.50	3.25	
(dk. B)	1.50	3.25	
King Arthur, dk. violet (w. B)	1.50	3.25	
Lancelot, clear lilac self (w. B)	1.50	3.25	
Peregrine white (dk. B)	1.50	3.25	
Summer Skies, clear lgt. blue	1.50	3.25	
(w. B)	1.50	3.25	

<b>AQUILEGIA</b>			
alpina, blue.	1/2 oz.	\$0.55	\$2.15
casculas Rose Queen.	1/2 oz.	.40	1.20
Sky Blue.	1/2 oz.	.40	1.20
White Queen.	1/2 oz.	.45	1.00
canadensis, old rose with yellow.	1/2 oz.	.60	2.75
chrysantha (Golden Columbine).	1/2 oz.	.45	1.00
chrysantha Silver Queen.	1/2 oz.	.45	1.00
Crimson Star.	1/2 oz.	.60	2.75
long-spurred hybrids			
blue shades.	1/2 oz.	.55	2.45
copper.	1/2 oz.	.55	2.45
orange and scarlet.	1/2 oz.	.55	2.45
pink shades.	1/2 oz.	.55	2.45
white.	1/2 oz.	.55	2.45
leucisima.	1/2 oz.	1.50	10.00
skinneri, yellow and green.	1/2 oz.	.40	1.25
scarlet spurs.	1/2 oz.	.40	1.25

<b>BELLIS</b>			
perennis Longfellow, dbl.	1/2 oz.	.40	.75
perennis Snowball, dbl.	1/2 oz.	.40	.75
p. montrossa, dbl. crimson.	1/2 oz.	.45	1.00
white.	1/2 oz.	.45	1.00
mixed.	1/2 oz.	.40	.90
Bernina, white.	1/2 oz.	.50	1.10
Montrossa, rose.	1/2 oz.	.50	1.10
tubulosa Etna, red.	1/2 oz.	.50	1.10
p. enorma, dbl. crimson.	1/2 oz.	.65	1.80
dbl. rose.	1/2 oz.	.65	1.80
dbl. white.	1/2 oz.	.65	1.80

<b>CAMPANULA</b>			
carpatia, blue.	1/2 oz.	.40	.85
carpatia, white.	1/2 oz.	.40	.85
garganica major, violet.	1/2 oz.	.60	1.60
medium, dbl. blue.	1/2 oz.	.35	.50
dbl. rose.	1/2 oz.	.35	.50
medium, sgl. dark blue.	1/2 oz.	.35	.50
sgl. lilac.	1/2 oz.	.40	.80
sgl. white.	1/2 oz.	.40	.80
sgl. mixed.	1/2 oz.	.40	.80
medium calycanthemum, dark blue.	1/2 oz.	.40	.80
lilac.	1/2 oz.	.40	.80
rose.	1/2 oz.	.40	.80
white.	1/2 oz.	.40	.80
mixed.	1/2 oz.	.40	.80
olympia, lgt. blue.	1/2 oz.	.65	1.80
persicifolia, sgl. blue.	1/2 oz.	.40	.80
Telham Beauty.	1/2 oz.	.45	1.80
white.	1/2 oz.	.40	.80
persicifolia, dbl. blue.	1/2 oz.	.40	1.20
pyramidalis, blue.	1/2 oz.	.50	.70
pyramidalis, white.	1/2 oz.	.50	.70
retundifolia, pale blue.	1/2 oz.	.70	3.25

<b>CANDYTUFT</b>			
albatrica, lilac.	1/2 oz.	.40	.55
jeune, of pink.	1/2 oz.	.60	5.50

<b>CARNATION</b>			
Chabaud's Improved	1/2 oz.	.60	1.50
in separate colors.	1/2 oz.	.60	1.50
mixed.	1/2 oz.	.55	1.20
Early dwarf Vienna	1/2 oz.	.75	2.15
mixed colors.	1/2 oz.	.75	2.15
Enfant de Nice	1/2 oz.	.90	0.00
in separate colors.	1/2 oz.	.90	0.00
mixed.	1/2 oz.	.85	2.45
<b>Grandis</b>			
Black King.	1/2 oz.	.45	1.80
Cardinal Red.	1/2 oz.	.45	1.80
Golden Sun.	1/2 oz.	.45	1.80
Rose Queen.	1/2 oz.	.45	1.80
Snow White.	1/2 oz.	.45	1.80
Triumph Pink.	1/2 oz.	.45	1.80
White Gold.	1/2 oz.	.45	1.80
mixed.	1/2 oz.	.45	1.80
dwarf dbl. scarlet.	1/2 oz.	.45	1.50
Marguerite lt. Malmesbury, mixed.	1/2 oz.	.50	1.10

<b>CENTAUREA</b>			
candidissima, yellow.	1/2 oz.	.45	1.80
dealbata, rose.	1/2 oz.	.40	.55
macrocephala, yellow.	1/2 oz.	.50	

<b>CERASTIUM</b>			
lomentosum (Snow-in-Summer).	1/2 oz.	.40	.55

<b>CHEIRANTHUS</b>			
alifoni (Siberian Wallflower).	1/2 oz.	.30	
orange.	1/2 oz.	.30	

<b>CHRYSANTHEMUM</b>			
japonicum, dbl. anemone-fl. mixed.	1/2 oz.	\$0.75	\$8.00
leucanthemum Alaska.	1/2 oz.	.50	
I. Conqueror.	1/2 oz.	.40	.55
I. Mt. Fuji, white.	1/2 oz.	.55	2.15
I. May Queen (Spring Marguerite).	1/2 oz.	.50	
I. Shasta Daisy.	1/2 oz.	.45	
<b>COREOPSIS</b> (Leptosyne)			
L. Mayfield Giant.	1/2 oz.	.40	
L. Sunburst, dbl. golden.	1/2 oz.	.45	
<b>DIANTHUS</b>			
alpinus, mixed.	1/2 oz.	.65	1.80
deltoides brilliant crimson.	1/2 oz.	.65	5.90
deltoides (Maiden Pink), rose.	1/2 oz.	.45	2.00
deltoides Splendens, red.	1/2 oz.	.50	1.10
deltoides erecta, red.	1/2 oz.	.45	.90
Gaiety, dbl. carnation shades.	1/2 oz.	.40	.75
plumarius semperflorens.	1/2 oz.	.40	.80
dbl. mixed.	1/2 oz.	.45	
sgl. mixed.	1/2 oz.	.45	

## DICENTRA

eximia.	1/2 oz.	.75	1.80
<b>DIGITALIS</b>			
gloxiniiflora, lg.-fl. purple.	1/2 oz.	.45	
rose.	1/2 oz.	.45	
The Shirley, mixed.	1/2 oz.	.50	
white.	1/2 oz.	.45	
mixed.	1/2 oz.	.50	
<b>ECHINOPS</b>			
rite (Globe Thistle), violet.	1/2 oz.	.30	
<b>GALLARIA</b>			
Burgundy, lg.-fl. scarlet.	1/2 oz.	.55	.75
Dazzler, lg.-fl., gold and	1/2 oz.	.55	.75
maroon-red.	1/2 oz.	.55	.75
Gabilan, lg.-fl., dk.	1/2 oz.	.55	.80
Portia, lg.-fl., hybrids.	1/2 oz.	.45	.60
mixed, lg.-fl.	1/2 oz.	.40	.35
<b>GEUM</b>			
atrosanguineum, dbl. scarlet.	1/2 oz.	.50	1.10
Lady Stratheden (Golden Ball).	1/2 oz.	.55	1.20
Mrs. Bradshaw, dbl. scarlet.	1/2 oz.	.45	1.00

<b>GYPSOPHILA</b>			
coratoides.	1/2 oz.	.45	1.70
marialis, rose-pink.	1/2 oz.	.40	.80
pacifica, pink.	1/2 oz.	.60	1.50
paniculata, dbl. white.	1/2 oz.	.65	1.60
paniculata, sgl. white.	1/2 oz.	.40	.45
repens, df. lgt. rose.	1/2 oz.	.50	.70
repens, df. white.	1/2 oz.	.50	.70
<b>HEUCHERA</b>			
sanguinea hybrids, mixed.	1/2 oz.	.85	4.00
Splitle, lg. scarlet.	1/2 oz.	1.00	10.00
Splendens, dk. crimson.	1/2 oz.	1.00	10.00
<b>HIBISCUS</b>			
giant-flowered, mixed.	1/2 oz.	.45	.65

## PANSY (see also Viola)

Trimardeau Gts., mixed.	1/2 oz.	\$0.50	\$1.10
America, early-fl., mixed.	1/2 oz.	.65	1.80
<b>Swiss Giants</b>			
Alpenglow, cardinal to wine-red.	1.20	4.00	
Adria, navy-blue.	1.20	4.00	
Berna, dk. velvet violet-blue.	1.20	4.00	
Bhumisap, rose.	1.20	4.00	
Vito Beauson, blue.	1.20	4.00	
Flame, bronze-colored.	1.20	4.00	
Jungfrau, pure white.	1.20	4.00	
Lake of Thun, Swiss blue.	1.20	4.00	
Mont Blanc, finest pure white.	1.20	4.00	
Rhinogold, canary-yellow with	1.20	4.00	
dk. brown blotches.	1.20	4.00	
Silberbride, silvery-white and	1.20	4.00	
violet blotches.	1.20	4.00	
Winered (Claret).	1.20	4.00	
Yellow Master.	1.20	4.00	
mixed.	1.10	3.40	
dwarf mixed.	1.20	4.00	

## HOLLYHOCK

Chater's dbl.	1/2 oz.	0.45	1.00
Blush.	1/2 oz.	\$0.45	\$1.00
Cornflower Pink.	1/2 oz.	.45	.90
Golden Drop.	1/2 oz.	.45	.90
Lilac.	1/2 oz.	.45	1.00
Maroon (Black Gem).	1/2 oz.	.45	1.00
Newport Pink.	1/2 oz.	.45	1.00
Red Enchantress.	1/2 oz.	.45	1.00
rose-pink.	1/2 oz.	.45	1.00
salmon-rose.	1/2 oz.	.45	1.00
Sunset, buff-yellow.	1/2 oz.	.45	1.00
white (Virgin Queen).	1/2 oz.	.45	1.00
yellow.	1/2 oz.	.45	1.00
mixed.	1/2 oz.	.50	.70
<b>INCARVILLEA</b>			
lg.-fl. amaranth-red.	1/2 oz.	.50	1.10
lg.-fl. brevipes, bright dp. rose.	1/2 oz.	.55	1.20

<b>IRIS</b>			
germanica.	1/2 oz.	.40	.55
kaempferi.	1/2 oz.	.55	1.20

<b>LATHYRUS</b>			
latifolius, pink.	1/2 oz.	.45	.90
red.	1/2 oz.	.45	.90
white.	1/2 oz.	.45	.90
mixed.	1/2 oz.	.40	.75

<b>LAVANDULA</b>			
vera Muntz strain.	1/2 oz.	.65	1.80

<b>LIATRIS</b>			
pycnostachya, purple.	1/2 oz.	.40	.80
scarica (callipellis), blue.	1/2 oz.	.50	.70
rubred seed.	1/2 oz.	.50	.70
scariosa, white.	1/2 oz.	.50	.70
spicata, rose.	1/2 oz.	.50	.70

<b>LIUM</b>			
flavum (Golden Flax).	1/2 oz.	.40	.55
flavum compactum, golden-yellow.	1/2 oz.	.45	1.00
harborense, blue.	1/2 oz.	.45	.60
perenne, blue.	1/2 oz.	.40	.35
perenne, white.	1/2 oz.	.40	.35

<b>LUPINUS</b>			
polychrysus atrovirens.	1/2 oz.	.40	.35
blue.	1/2 oz.	.40	.35
carmineus.	1/2 oz.	.40	.35
rose.	1/2 oz.	.40	.35
salmonus.	1/2 oz.	.40	.35
white.	1/2 oz.	.40	.35
yellow.	1/2 oz.	.40	.35
mixed.	1/2 oz.	.40	.35

<b>MYOSOTIS</b>			
alpestris.	1/2 oz.		
blue.	1/2 oz.	\$0.65	1.00
Blue Ball.	1/2 oz.	.50	.70
fontana or Royal blue.	1/2 oz.	.50	.70
Messidor, blue, late-fl.	1/2 oz.	.50	.70
rose.	1/2 oz.	.50	.70
white.	1/2 oz.	.50	.70
df. indigo-blue.	1/2 oz.	.60	.90
Victoria, df. blue.	1/2 oz.	.50	1.10
Victoria, df. indigo-blue.	1/2 oz.	.50	1.10
Victoria, df. white.	1/2 oz.	.50	1.10
palustris semperflorens.	1/2 oz.	.50	.70

<b>PLATYCODON</b>			
lg.-fl. blue.	1/2 oz.	.45	1.00
lg.-fl. shell-pink.	1/2 oz.	.60	1.40
lg.-fl. white.	1/2 oz.	.55	1.30
lg.-fl. dbl. blue.	1/2 oz.	1.10	6.00
lg.-fl. dbl. white.	1/2 oz.	1.10	6.00
mariesi, blue.	1/2 oz.	.55	1.25

<b>POPPY</b>			
nudicaule.	1/2 oz.		
Gartford Gts., mixed.	1/2 oz.	.60	1.50
Stanford's Gts., mixed.	1/2 oz.	.60	1.50
single, mixed.	1/2 oz.	.45	.60
orientalis.	1/2 oz.	.40	.75
scarlet.	1/2 oz.	.40	.75
mixed.	1/2 oz.	.40	.75

<b>PRIMULA</b>			
japonica, mixed.	1/2 oz.	.55	1.80
polyantha, white.	1/2 oz.	.50	3.40
polyantha, yellow.	1/2 oz.	.55	2.15

<b>PYRETHRUM</b>			
roseum, dbl. mixed.	1/2 oz.	.45	1.40
white.	1/2 oz.	.50	1.10
roseum, gt.-fl. rose.	1/2 oz.	.85	1.80
rubrum.	1/2 oz.	.85	1.80
rubrum.	1/2 oz.	.85	1.80

<b>RUDBECKIA</b>			
bicolor superba.	1/2 oz.	.50	.70
hirta hybrids, lg.-fl.	1/2 oz.	.50	.70
Kelvin Star.	1/2 oz.	.50	.70
My Joy, gt. orange-yellow.	1/2 oz.	.50	.70
purpurea.	1/2 oz.	.55	.75



# Plant Notes Here and There

By C. W. Wood

I cannot imagine where I have been all my life that *Aster trinervius* escaped my attention (at least as far as memory goes now) until after the American army occupied Japan and a soldier friend sent me seeds marked "*Aster trinervius hortensis*." Since then I have gone into the literature, what is available, but find little to report.

Hortus says it is from the Himalayas, where it grows three feet in height, with blue or purple flowers, varying to white. It must have been in Japanese gardens for some time to have attained a varietal name, *hortensis*. I was not surprised to hear from my friend, then, that it is quite popular in that country, being grown and trained as a cascade chrysanthemum. I did not try it in that way, but it is easy to see that it would be a lovely thing handled as a cascade. It is only in some form of pot work that one could enjoy it to the fullest this far north, in Michigan, because it is at the height of its beauty in October and November, long after most of our outdoor plants have succumbed to frost. The flowers are small (one-half inch or less across), but they are so freely produced and so long-lived that they completely cover the plant for a long period. It never produced seeds here, and I read one report stating that it was sterile in European gardens.

## Snowflakes

I had an interesting inquiry on snowflakes recently in which the reader outlined his bewilderment at the way the names "*Leucojum vernum*" and "*L. aestivum*" are used. That part of his inquiry was answered by mail, because the question was fully covered here a few years ago and probably does not merit repetition now. However, I thought that the remarks on kinds, their growth habits and needs might be of enough interest to deserve space.

Although the summer snowflake, *L. aestivum*, is tolerant, it can be killed by indifferent treatment, and it is never at its best except under certain conditions. These include a moist soil, as along a stream or on a springy slope—oh, for one of those in this garden!—and, preferably, afternoon shade. It apparently multiplies rapidly under these growing conditions.

I cannot speak from experience of its variety, Gravity Giant, which is said to be a cross between the summer and spring snowflakes, though more robust than either. I have had and lost, probably because of lack of hardiness (it is said to come from the Mediterranean islands off the coast of France), without much mourning, a species, *L. pulchellum*, which is evidently close to *L. aestivum*, differing mostly, from the garden standpoint, in blooming earlier. Its greatest value, where it is hardy, is as a connecting link between the flowering periods of the spring and summer snowflakes.

To my way of thinking, the spring

snowflake, *L. vernum*—which, incidentally, one nearly always receives when *L. aestivum* is ordered and vice versa—is the queen of the race, being easier satisfied in our dry soil and better loved because of its early flowering. It seems to do best here in rather light soil in part shade, though it will tolerate full sun or quite dense shade during the summer. It has never multiplied so rapidly as *aestivum* and must therefore remain less plentiful and more expensive.

The spring snowflake has varied into at least two forms, varieties *vagneri* and *carpathicum*. The former, unlike the type, which is usually solitary flowering, has two flowers to

LANDSCAPE-SIZE SHRUBS				LINING-OUT STOCK			
<i>Clethra alnifolia</i>	Per 10	Per 100		<i>Clethra alnifolia</i>	Per 100	Per 1000	
2 to 3 ft.	\$ 6.00	\$ 50.00		6 to 18 ins.	\$ 7.00	\$ 60.00	
3 to 4 ft.	8.00	70.00		<i>Ilex verticillata</i>			
<i>Ilex verticillata</i>				1 to 2 ft.	7.00	60.00	
2 to 3 ft.	6.00	50.00		<i>Syringa vulgaris</i>			
3 to 4 ft.	7.00	60.00		1 to 2 ft.	7.00	60.00	
<i>Viburnum cassinoides</i>				<i>Viburnum acerifolium</i>			
2 to 3 ft.	5.00	40.00		6 to 18 ins.	8.00	70.00	
3 to 4 ft.	6.00	50.00		<i>Viburnum cassinoides</i>			
<i>Viburnum dentatum</i>				1 to 2 ft.	8.00	70.00	
2 to 3 ft.	4.50	35.00		<i>Viburnum dentatum</i>			
3 to 4 ft.	6.00	50.00		1 to 2 ft.	8.00	70.00	
CLUMP BIRCH				EVERGREEN TRANSPLANTS			
<i>Paper Birch</i>				<i>Abies balsamea</i>			
6 to 8 ft.,				4 to 8 ins., trans., 2-2	12.00	100.00	
3 stems and up.	40.00			<i>Thuja occidentalis</i>			
<i>Gray Birch</i>				18 to 24 ins.,			
4 to 6 ft., 3 to 6 stems	20.00	150.00		trans., 2-3	40.00		
6 to 8 ft., 3 to 6 stems	35.00	250.00		<i>Tsuga canadensis</i>			
PAPER BIRCH				4 to 8 ins., trans., 2-1	15.00	120.00	
<i>Betula papyrifera</i>				EVERGREEN SEEDLINGS			
2 to 3 ft.	\$ 8.00	\$ 70.00		Collected			
3 to 4 ft.	25.00	200.00		<i>Tsuga canadensis</i>			
4 to 6 ft.	40.00	300.00		4 to 8 ins.	4.00	20.00	
6 to 8 ft.	100.00			8 to 12 ins.	6.00	50.00	

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We've all worked hard  
The whole year through,  
Just so we could  
Have a look at you.

We've heard so often  
The fabulous yarns  
Of the wonderful sights  
We'll **never see** from our barns!

Forgive us please  
If we gawk and look—  
We'll want to see all,  
We won't want to be "took"!

We know we'll love you,  
We hope you'll like us.  
Don't go to no bother,  
Don't make any fuss.

Just stay like you are  
So we can all see  
The oft' read-about place  
Where once grew a tree.

The time will be short  
That we'll be with you—  
So many places to go,  
So much we can do.

The bright lights that glitter  
Along the Great White Way,  
Times Square and Central Park  
Where folks are so gay.

We'll want to look fondly  
At your bridges and rivers.  
Your rising skyscrapers  
May give us the shivers.

We'll want to get into  
Macy's and Saks'.  
Say, there's really nothing  
The Big City lacks!

In the Stork Club and Automat  
We'll want to try all the food.  
Why we old "brush boys"  
Never had it so good.

The Latin Quarter, Lindy's  
And United Nations maybe—  
If we're real lucky  
We may see a "Broadway Baby."

There may even be some  
(Tho' few we fear)  
Who'll take in the Met  
An opera to hear.

We're more anxious  
As the days slowly go,  
To arrive on Old Broadway  
To catch a good show.

We must not forget  
Planning all of this fun,  
While we are there  
Some work must be done.

We wouldn't be coming  
Except for the fact  
The hard-working A. A. N.  
Got into the act.

They've made it possible  
For us to be briefly a part  
Of this enchanting old city  
With its pounding big heart.

They've stood by us staunchly  
Down through the years—  
Protected our interests,  
Allayed our fears.

Let's show that we're grateful  
And all make a try  
To go to Convention  
When it's held in July.

Let's attend all the meetings  
And listen with care  
To information that's meant  
For **us all to share**.

Like "little drops of water,  
Little grains of sand  
Make the mighty ocean  
And the mighty land"—

Our A. A. N.'s only as great  
As its members you see,  
And its members are made up  
Of **you** and of **me**.

We've got to support  
Its activities all—  
United we stand,  
Divided we fall.

We'll vote for the good,  
Veto the bad.  
Let's make this the best convention  
The A. A. N. ever had!

Get out your Maxwell,  
Your Ford or your Cad.  
(If you've one of these,  
You're lucky, my lad)

Pack your old suitcase,  
Put in your old hat,  
Get on a plane—or a train,  
If you'd rather do that.

But don't fail to come  
'Cause it'll be a pity  
If we don't all wind up  
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SHRUB OAK, N. Y.

a stem, and carpathicum not only has two to a stem, but the petals are also tipped yellow. All the kinds mentioned previously are, with the exception of Gravety Giant, available from dealers in Dutch bulbs.

I wish that I could draw on my experience for a note on three or four rare Mediterranean species which are spoken of highly by European gardeners, but my attempts at cultivating these snowflakes have met with no success. The only way to get them in this country is by way of seeds, and seedage of tender snowflakes in this cold climate is attended by many difficulties. Among them is the autumn snowflake, *L. autumnale*, a fragile, tender thing from Portugal and Morocco, that hangs out one, two or rarely three white (tinged red, according to the Standard Cyclopedia of Horticulture; with a pink base, according to Bowles) snowflakes in August, the threadlike leaves appearing after the flowers. The books give the height of the scape as three to nine inches, while experienced gardeners say about six inches.

A species of restricted range (on limestone cliffs of the Maritime Alps) is *L. hymale*; it is also rare in gardens. Although the description of pure white flowers on 1-foot-tall stems, amid yellowish-green leaves, sounds exciting, I would not exert myself too strenuously to protect it from the few, if any, degrees of frost which are said to kill it.

The other, *L. roseum*, a Corsican, and probably as tender as the preceding species, would surely be worth working for—a rose-colored snowflake on 4-inch stems.

### Alstroemerias

A New York reader asks for culture of alstroemerias. I assume that his western New York climate is similar to ours. The plan that gave us best results is outlined briefly here: Start the tubers in pots, planting them about six inches deep and 10 inches apart when they are planted outdoors after danger of frost is past. The soil should be deep and rich, preferably containing an abundance of leaf mold and half-rotted manure, and, in this section, at least, in a sunny situation.

### Primula waltoni

I have tried *Primula waltoni* two or three times without success, so will have to rely upon hearsay in answering an inquiry about its culture. It comes from the Himalayas, I believe, being a member of the group of moisture-loving primroses from that part of the world. It



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comes easily from seeds, but to induce it to be happy in this dry garden is another matter. Gardeners who grow it well say it should have a constantly moist soil and then will send up large, serrate-margined leaves and 1-foot-tall or taller scapes, bearing umbels of pink to deep red, nodding flowers. The stems are mealy, as are the insides of the flowers.

#### Thoughts on Lilies

Recent correspondence with an English nurseryman reveals that experienced gardeners there often get two crops of flowers from lilies, especially from the vigorous hybrids in the davuricum-elegans-warleyense group. In fact, he says that strong bulbs of *Lilium scottiae*, a hybrid of *L. warleyense* and *L. elegans*, I believe, are quite sure to bloom again in late August or early September after being forced for the spring flower shows. They appear to stand still for some time after being shown and then commence new growths, at which time the old stems are cut away. It sounds worth a trial.

#### Small Limoniums

It has been so long since I had a collection of limoniums, popularly known as statice, that many of the small kinds have quite escaped my memory. I hope that I shall be forgiven, then, if I have a lapse or two in answering an inquiry on the subject. A second reading of the inquiry shows that the inquirer is interested in plants five inches or less in height, and that will restrict the number to less than six kinds.

The baby of the lot, *Limonium minutum*, is from southern Europe and does not exceed two or three inches in height, with sprays of violet to lilac flowers from June onward. It was one of the few dwarfs that we could keep over winter without a lot of fussing. As it grew here, *L. cosyrense* (from Cosyra isle, wherever that may be) was only an inch or two taller than *minutum*, but I notice that others say it grows up to six inches tall. The flower color is quite similar to the preceding, and it was not hardy here. Its flowering season was restricted to mid-summer. As I remember, most of the tiny kinds come from southern Europe and can seldom be depended upon to go through a northern Michigan winter.

Where hardy, these small limoniums could be among the choicest of rock garden plants, making mats of tiny rosettes, colorful in themselves and charming with their light sprays of flowers. They want per-

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fect drainage in light soil (the lighter the better) and full, strong sunlight.

### Scabiosa Lucida

Some pincushions are short-lived, some are difficult to grow and some are either unshowy or weedy. It is really good news, then, when one finds a kind with pretty flowers over a long season that is also easy to grow. All the foregoing virtues are possessed by *Scabiosa lucida*, a mountaineer from Europe, but not an alpine, as some would have it. Here it puts on one of the longest performances in the garden, commencing in June and continuing right up to, or near, the frost line. There would no doubt be days between the two extremes when an individual plant would not show color, but a mass planting could be depended upon to display several of the medium-size, lilac-blue pincushions on 1-foot-tall or taller stems. The color is pleasing, and the plant is easily grown and long-lived. It is, in fact, a plant of inestimable value in gardens where constant care cannot be given, for it persists longer with utter neglect than almost any other worth-while plant that I know.

### Silene Acaulis

An Ohio reader who spent his 1952 vacation in the Rockies brought back to his nursery a few "lovely, green, mossy cushions of a plant, which I take to be a silene," he writes. "As long as I kept them in pots in a shaded frame and gave them careful watering from below, they looked fine. After I put them in the garden they either stood still or went backward. What do you suggest?"

The plant is *Silene acaulis*, no doubt, a thing of doubtful value in eastern gardens. To be sure, it can be grown without trouble in most well-constructed rock gardens in the cooler parts of the country, but, as usually handled, it is of little account and seldom worth the room it occupies. When in a healthy state it makes a cushion of bright green moss, which is reward enough in itself, but its crowning glory comes in June, when it covers itself, or at least it should, with almost stemless, bright pink, 5-pointed stars. It will never do so, however, under ordinary rock garden treatment in eastern United States. Here it lacks the wet moraine, with constant moisture at the root, and a dry crown. Reportedly, there is a clone in gardens that gives a good harvest of blooms under rather indifferent care. I have not been fortunate enough to find it.

## FALL BULBS IMPORTED FROM HOLLAND

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Unloading carload of Dutch bulbs at Willis Nurseries

Here are just a few of the more than 150 varieties to choose from in our new 1953 Fall Bulb Catalog. Complete catalog sent on request.

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15 to 16 cm., bedding size.....	\$9.00 per 100, \$75.00 per 1000
Bismarck, light sky-blue.....	La Victoire, carmine-red
City of Haarlem, golden-yellow.....	L'Innocence, white
Grand Maitre, deep porcelain-blue.....	Pink Pearl, rose-pink
King of the Blues, deep blue.....	Queen of the Blues, light blue
Lady Derby, light pink.....	

### DARWIN TULIPS

12 cm. and up, top size.....	\$40.00 per 1000
11 to 12 cm., first size.....	33.00 per 1000
Allbright, carmine-red.....	Pride of Haarlem, cerise
Bartigon, crimson-red.....	Princess Elizabeth, rose-pink
Campfire, vermilion-scarlet.....	Queen of Night, velvety maroon
Clara Butt, clear salmon-pink.....	William Copland, lilac
Farncombe Sanders, rose-scarlet.....	William Pitt, scarlet
New Orleans, plum-red.....	Zwanenburg, pure white
Philip Snowden, carmine-rose.....	Mixed, splendid all-color mixture

### MAY-FLOWERING TULIPS

	Per 1000	Per 1000
	11 to 12 cm.	12 cm. and up
Carrera, pure white.....	\$35.00	\$43.00
Golden Harvest, globular, bright lemon-yellow.....	33.00	40.00
Grenadier, dazzling vermilion-orange.....	43.00	56.00
Henry Corveon, bright geranium-red.....	43.00	56.00
Inglescombe Yellow, canary-yellow.....	33.00	40.00
Marjorie Bowen, buff and salmon-orange.....	37.00	43.00
Mothers' Day, soft yellow.....	33.00	40.00
Themis, pure white.....	33.00	40.00
Wildfire (New), canary-yellow, flamed with red.....	40.00	49.00
Yellow Emperor, brilliant yellow.....	33.00	40.00

Also a large assortment of Lily-flowering, Breeder, Parrot and Species Tulips.

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King Alfred, most popular yellow trumpet.....	\$57.00
Mrs. Ernst H. Krelage, creamy-white, trumpet.....	79.00
Bartizan, light yellow perianth, orange cup.....	56.00
Carlton, soft yellow, large frilled cup.....	60.00
Naomi, ivory-white, golden-yellow cup.....	71.00
Orange Glow, sulphur-yellow, dark orange cup.....	49.00
Actaea, white, scarlet-rimmed eye, bunch-flowering.....	49.00
Laurens Koster, white with orange cup.....	40.00
Cheerfulness, double, white with yellow center petals.....	40.00
Double Campanelli, pure yellow, sweet-scented.....	44.00
Indian Chief, double, yellow with orange-red center.....	71.00

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One of the new varieties of Jap. Holly in great demand. It has small, shiny, convex leaves. Grows rapidly at first, then slows down. Shears well. It can be used in sun or shade and contrasts well with both broad-leaved and narrow-leaved evergreens. It makes the finest low evergreen hedge. Easy to grow, and faster than Yews. Sells on sight.

6 to 8 ins., 2-yr., T.....\$15.00 per 100

**Pieris Japonica**

The most beautiful broad-leaved evergreen of all. In summer the color of the foliage is always changing, first red, then pale green and then dark green. In August the flower buds form in graceful racemes for next spring's flowers. White Lily-of-the-valley like flowers appear with the first warm weather and flowers often last 6 weeks. Grows well in sun or shade. Makes a nice contrast with Azaleas and Rhododendrons.

4 to 6 ins., TT.....15c each

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**This Business of Ours**

*By E. Sam Hemming*

**LABELING PLANTS**

One of the bane of a nurseryman's existence is the problem of proper labeling of plants in the nursery, not the nomenclature itself but rather the obtaining of a fairly durable label. There are a number of relatively good labeling systems and labels, but there are no permanent labels, in spite of what the advertisers say. About the only way you could produce a nearly permanent label would be to have the name cast in bronze and then mounted on a concrete post, which is absurd.

We have tried a great many systems, but all of them have a failing, and usually the weakness of the method lies in the way the label is mounted rather than in the loss of its legibility.

A favorite method of marking is to use chemical ink on a metal surface. The disadvantage of this method generally lies in the gradual blurring of the writing and the difficulty of mounting the label on a suitable stake.

There are a number of types of labels that use the embossing principle. The name is written or printed with a stylus on a thin sheet of aluminum or copper. This type of label also holds up fairly well, but the weathering of the surface soon makes it difficult to read. If the name plate is fitted onto special stakes, these are likely to be knocked over by cultivators. If they are mounted on heavy wires, these eventually twist and wear through or grow into the bark. Even when tacked onto the bark of large trees, as in an arbor, the wind and tree growth cause trouble.

We also used the machine-embossed label for a while and found it fairly satisfactory, but three or four years was about the longest the labels could be counted on to last. The metal strips lasted all right, although they were not too easy to read from a distance. When we first used this method we tacked them onto oak stakes with copper tacks, or at least we tried to. However, we found copper tacks too difficult to drive into oak; so we finally fell back on steel tacks, which rust. After three or four years, the oak stakes rotted off, and the cultivators hit a few before they rotted. Labels of plastic also have their shortcomings. With these you

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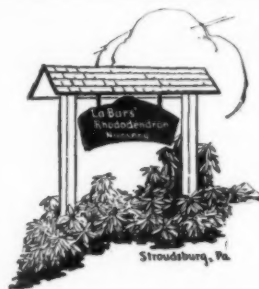
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Upright, 4 to 14 ft.

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BABYLON, L. I., N. Y.

either write on an exposed surface or slide the label in a transparent holder. Here again it is not so much the weathering of the labels that causes the trouble as it is their general fragility when mounted, especially with the numerous bumps they sustain in the normal course of operations.

I suppose that, if I were to choose my favorite system, it would be either the machine embosser or a method my father had that was inexpensive and which produced labels that were the easiest to read. He would use plain oak stakes with one planed surface. These he would paint white with one coat of paint, let dry and then repaint with a thin second coat. While still damp he would letter the name with a soft, fat lead pencil, usually 4B or 6B, which was much easier than lettering with black paint and a fine brush. Labels made this way were good for at least four years and were by far the easiest kind to read.

#### SCARFF PARTNERSHIP ENDS

Max and Howard Scarff recently announced that the partnership known for many years as W. N. Scarff's Sons, New Carlisle, O., will be dissolved July 1. The nursery department will continue at the present office location under the name of "Scarff's Nursery," under the management of Howard Scarff and his two sons, James F. and William N. Scarff. The farm seed department will continue on the same basis as before, with a new office to be constructed in conjunction with the present seed warehouse. This business will be known as "Scarff Seed Co." and will be under the management of Max Scarff.

The nursery was founded in 1886 by the present owners' father, W. N. Scarff, and has been operated as a partnership since his death in 1928. The business has been operated as two virtually independent units, with Howard Scarff managing the nursery and Max Scarff the farm seed business, which includes a large hybrid seed corn operation.

The first step in the dissolving of the partnership was taken last fall, when the orchards connected with the nursery were sold in order to concentrate more fully on the nursery business.

Little change in the businesses is contemplated at present except actual separation of offices. The separation is expected to streamline operations and is also expected to aid in clarifying the estates of the two families.



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<b>Abelia Edward Goucher</b> \$15.00	<b>Juniperus chinensis</b>
<b>Cedrus deodara</b> ..... 17.50	<b>pfitzeriana</b> ..... 20.00
<b>Cotoneaster divaricata</b> .. 15.00	<b>torulosa</b> ..... 30.00
<b>Euonymus japonicus</b>	<b>Pinus sylvestris</b> ..... 15.00
<b>grandifolia</b> ..... 15.00	<b>Salix purpurea nana</b> .... 17.50
<b>Hypericum moserianum</b> 15.00	<b>Teucrium chamaedrys</b> .. 15.00
<b>Ilex cornuta burfordi</b> .... 20.00	<b>Thuja occ. pyramidalis</b> .. 17.50



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5/16-in., 7/16-in., 9/16-in. and  
11/16-in. caliper. Many trees in  
11/16-in. grade will run 3/4-in.

Montmorency Cherry, 2 and 3-yr.,  
heavy.  
XXX grade, heavy  
XX grade, heavy  
11/16-in. grade  
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Most of the grades 11/16-in. and up  
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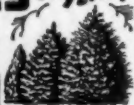
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## Coming Events

### MEETING CALENDAR

June 22 and 23, Mississippi Florists'  
and Nurserymen's Association, Heidelberg  
hotel, Jackson, Miss.

June 22 to 24, summer meeting and  
short course for nurserymen, Missouri  
State Nurserymen's Association, Univer-  
sity of Missouri, Columbia.

June 26 to 28, joint summer meeting,  
Illinois State Nurserymen's Association  
and the Wisconsin Nurserymen's Associa-  
tion, Deer Trail Lodge, Heafford Junc-  
tion, Wis.

July 19 to 23, American Association of  
Nurserymen, Waldorf-Astoria hotel, New  
York.

July 21, National Landscape Nursery-  
men's Association, Waldorf-Astoria hotel,  
New York.

August 3 and 4, summer meeting, Na-  
tional Mail Order Nurserymen's Associa-  
tion, Hotel La Salle, Chicago.

August 13, summer meeting, Pennsyl-  
vania Nurserymen's Association, Pennsyl-  
vania State College, State College, Pa.

August 16 to 18, Southern Nursery-  
men's Association, Biltmore hotel, Atlanta,  
Ga.

August 17 to 21, National Shade Tree  
Conference, Hotel La Salle, Chicago, Ill.

August 18, joint summer meeting, New  
England Nurserymen's Association, Rhode  
Island Nurserymen's Association, Massa-  
chusetts Nurserymen's Association and  
Connecticut Nurserymen's Association,  
Adams Nursery Co., Westfield, Mass.

August 18 to 20, New York State Nurs-  
erymen's Association, Garden City hotel,  
Garden City, L. I., N. Y.

August 19 to 21, nursery and landscape  
management conferences, Kellogg center,  
Michigan State College, East Lansing.

August 24 to 26, Texas Association of  
Nurserymen, Baker hotel, Mineral Wells,  
Tex.

August 27 and 28, summer tour of the  
North Carolina Association of Nursery-  
men, originating at Julian, N. C.

August 30 to September 1, Virginia  
Nurserymen's Association, summer meet-  
ing, Hotel Roanoke, Roanoke, Va.

October 6 and 7, 12th short course on  
roadside development, Ohio department  
of highways, Columbus.

### NORTH CAROLINA TOUR

The 1953 summer meeting of the  
North Carolina Association of Nurs-  
erymen will consist of a tour of  
some of the nurseries located in the  
Piedmont region of North Carolina.  
The nurserymen will assemble at

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EVERGREENS  
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Julian, N. C., August 27, and will board a bus there. The group will then proceed to Charlotte and visit several nurseries en route. The night of August 27 will be spent at a Charlotte hotel, where reservations will have been made. Luther Harkey, of Harkey Nurseries, has invited the association to be his guests at a luncheon while at Charlotte.

Tuesday morning, August 28, will be spent in visiting nurseries in the Charlotte area. Tuesday afternoon the bus will return to Julian via a different route, and the group will visit other nurseries along the way. The tour will officially end Tuesday night at a barbecue supper given by G. G. Gilmore, of North State Nursery, Julian.

### NEW YORK PLANS

A director's meeting at 8 p. m. August 18 will open the 1953 summer meeting of the New York State Nurserymen's Association, to be held August 18 to 20 at the Garden City hotel, Garden City, L. I., N. Y.

At 9:30 a. m. the following morning a business meeting of the association will be held at the Long Island Agricultural and Technical Institute, Farmingdale. The business meeting will be followed by a noon luncheon at the clubhouse at Bethpage State park, Bethpage. The afternoon will be devoted to a garden tour of three large estates. A dinner will be held at 6:30 p. m. at the Nassau Country club, Glen Cove.

The meeting will conclude August 20, with a morning boat trip to Sunken forest, on Fire island, to be climaxed by a clambake.

### MISSOURI PROGRAM

Two talks by James S. Wells, Koster Nursery Co., Bridgeton, N. J., will be among the highlights planned for the meeting and short course of the Missouri State Nurserymen's Association, to be held June 22 to 24 at the University of Missouri, Columbia. Mr. Wells will present a general talk on plant propagation and another covering the humidification and control of water in propagation.

Dr. L. C. Chadwick, of Ohio State University, will also give two talks, one on European plants and gardens and the other on certain horticultural practices in Europe. Both of these will be illustrated talks based on Professor Chadwick's trip through Europe last summer.

Part of the program will be devoted to landscape design, starting

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with a general definition of landscape design and an explanation of the application of art principles to any landscape design, by Harold E. Mosher, assistant professor of horticulture at the University of Missouri. This will be followed by a panel discussion which will include five or six landscape architects and designers, from which it is hoped to obtain a lively exchange of ideas on the various styles of design and the many problems which arise. The panel of experts will then attempt to answer any and all questions from the floor regarding landscape design.

Another section of this program will be devoted to merchandising for nurserymen, with Prof. J. Wendell McKinsey, of the University of Missouri, speaking on "What Is Merchandising?", to provide the background for other speakers who will discuss applied merchandising in the nursery industry.

Prof. Robert P. Beasley, also of the University of Missouri, will speak on supplemental irrigation for nurseries, a topic which became of prime importance throughout Missouri during the dry summer of 1952.

Entertainment features will include a buffet at 6:30 p. m. Monday evening, June 22, served in the ballroom of the Tiger hotel, Columbia. Following the buffet, Professor Chadwick will give his talk on European plants and gardens. A luncheon will be served at the Memorial student union building on the campus of the university, Tuesday noon, and the program will continue throughout the afternoon in that building.

Tuesday evening, the nurserymen will enjoy what has become an annual affair, a barbecue at Royer Wilkerson's Nursery, on the outskirts of Columbia. The barbecue will be followed by dancing in Mr. Wilkerson's packing shed, and those who do not wish to dance will renew old acquaintances. At noon Wednesday, there will be a luncheon and business meeting of the Missouri State Nurserymen's Association.

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ORNAMENTAL TREES  
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Fruit Trees and Berries  
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## COVER ILLUSTRATION

**Cercidiphyllum Japonicum**

*Cercidiphyllum japonicum*, the Katsura tree, is an interesting small to medium-size tree that has not been used for ornamental planting in this country as much as its outstanding characteristics warrant. It is described as attaining a height of nearly 100 feet at maturity, but it is seldom seen over 30 to 40 feet.

Plants of this monotypic genus vary greatly in size and shape. It can sometimes be described as a large bush with several trunks from the base, and also as a standard tree. Young plants, particularly the male trees, are narrow and columnar in habit of growth, while the female trees with age are much broader and round headed or broader than they are high.

The Katsura tree is a native of Japan and was introduced in 1865. The generic name, *cercidiphyllum*, comes from the words "cercis" and "phyllon," referring to the cercis or redbud-shaped leaf. The specific name, *japonicum*, refers to the plant's native territory.

The foliage of the Katsura tree is particularly pleasing. The leaves are rounded in outline, more or less heart-shaped at the base, two to four inches long and are borne opposite or subopposite on the twigs. They are palmately veined and are entire or slightly toothed. They are purplish when they first appear in the spring, change to a pleasing green and finally to yellow, reddish rose or scarlet in the fall. The foliage gives an airy effect and no difficulty is experienced in growing grass beneath the trees.

The twigs are reddish in color and do not have a terminal bud, but possess two axillary buds at the end of the twig. The flowers or fruits are not recognized for their ornamental value.

The Katsura tree should be planted in good, moisture-retentive but well-drained soil. It transplants with some difficulty and should be moved with a ball of soil in early spring. It is hardy as far north as northern Michigan, northern New York and similar territory. It is mostly free from pests, although it is susceptible to borers the first few years after transplanting. Propagation is mostly by seeds.

The upright types of the Katsura tree can be used in areas where trees of such a growth habit are required. The broader forms with their loose, airy foliage are excellent for lawn planting.

L. C. C.

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## OBITUARY

Clay Hamilton Stark

Clay Hamilton Stark, 59, president of the 137-year-old Stark Bros. Nurseries & Orchards Co., Louisiana, Mo., died at the Barnes hospital, St. Louis, Mo., May 22, after admission to the hospital the day before. He had previously been under the care of a physician for a heart ailment.

Mr. Stark and his wife, Elizabeth, had just returned from a 2-months' trip to Europe and had stopped on their way to Louisiana to consult a St. Louis physician about a skin allergy. Mr. Stark had contracted on the ship. It was suggested that the allergy could speedily be cured in a day or two at Barnes hospital, and he was admitted for the allergy, which, however, had no connection with the cause of his death. The attending physician ascribed death to a gastric hemorrhage.

Although his heart condition had restricted his activities in recent years, Mr. Stark had long been a member of the Missouri Association of Nurserymen and the American Association of Nurserymen and was well-known to nurserymen and horticulturists throughout the world. He became associated in 1919 with the Stark Nurseries, which were founded by his great-grandfather, and in 1935 assumed presidency of the concern.

Besides being president of the nurseries, Mr. Stark served as a director of the Bank of Louisiana and was president of the Press-Journal Publishing Co., as well as being a member of many civic organizations.

Mr. Stark is survived by his widow; by a sister, Mrs. Walter Logan; a nephew, John Logan; a niece, Mrs. Marth Stark Toomes, and by Lloyd C. Stark, a cousin.

Max R. Ruff

Max R. Ruff, 69, well-known horticulturist of Portland, Ore., died at his home May 19. Mr. Ruff devoted many years of his life to spreading the fame of Oregon plants and was known as an expert propagator of wildflowers of the northwest.

Mr. Ruff was a native of Switzerland, where he took an early interest in growing plants and made frequent trips to collect them in the Jura mountains, near his home. He came to the United States 40 years ago and has been located at Portland for the past 35 years. Here, he attained his reputation as an expert on mountain wildflowers of the area. One

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of his favorites was *Kalmiopsis leachiana*, which he did much to multiply and distribute.

He was a member of the Oregon Association of Nurserymen and the American Association of Nurserymen.

Surviving Mr. Ruff is his widow, Martha M. Ruff, who has been associated with him in the nursery business.

#### Peter Weller

Peter Weller, 63, nurseryman of Holland, Mich., and president of Weller Nurseries Co., Inc., died May 14 from complications following successful lung surgery.

Mr. Weller, a native of Boskoop, Holland, came to the United States in 1916 and settled at Holland, where later he started a nursery business with his uncle, the late Ben H. Weller, and the latter's two sons. This business became known as the Weller Nurseries Co., of which Mr. Weller was president, treasurer and general manager until his death. The firm is a member of the American Association of Nurserymen.

Mr. Weller is survived by his wife, Gertrude Menkman Weller; four sons, John, Anton, Peter, Jr., and Hubert; one daughter-in-law, and four grandchildren.

#### George A. Steele

George A. Steele, 80, founder and former head of the Shrewsbury Nursery, Eatontown, N. J., died May 11 at his home.

Mr. Steele started the nursery at the turn of the century and was head of it until about 1930.

Surviving him are three daughters, Mrs. F. Bliss Price, Mrs. Martin Quirk and Mrs. Charles Renchan; six grandchildren, and a great-grandchild.

#### TYLER FLOWER SHOW

A flower tree 15 feet high, decorated with hundreds of Peace rose blooms, was the central mass arrangement feature of the spring flower show at Tyler, Tex., May 9 and 10, attended by 5,000 persons.

For the first time, all garden clubs, azalea, camellia and rose societies at Tyler combined their efforts to exhibit an all-flower show, which is planned as an annual event, according to Vance Burks, chairman of the show.

Among the exhibitions, fanciers found artistic arrangements of roses, iris, petunias, zinnias, pansies, daffodils, lilies, marigolds, geraniums, dahlias, pinks and other varieties of blooming and potted plants.

## CHOICE

# LINERS

FALL, 1953  
SPRING,  
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## ATTRACTIVE BARKS

[Continued from page 14]

it takes is the use of these trees on a few jobs, with a little salesmanship inserted to inform the client that he is receiving something really special.

Just what are the different plants that might well work into the scheme of things? I am going to confine my suggestions mostly to small trees, with a few shrubs and large trees included.

Large shrubs and small trees that not only possess attractive barks, but desirable flowers as well, have the following as representatives: Allegany and downy shadblows, Amelanchier laevis and A. canadensis; flowering and Japanese dogwoods and their varieties, Cornus florida and C. kousa; Franklin tree, Franklinia alata-maha; yellowwood, Cladrastis lutea; cinnamon and Japanese clethras, Clethra acuminata and C. barbinervis; common crape myrtle and its varieties, Lagerstroemia indica; Japanese stewartia, Stewartia pseudocamellia; Korean stewartia, Stewartia koreana; showy mountain stewartia, Stewartia ovata grandiflora, and Japanese snowbell, Styra japonica.

The combination of an interesting bark and an ornamental fruit includes winged euonymus, Euonymus alatus and variety compactus; flowering and Japanese dogwoods; cherry and autumn elaeagnus, Elaeagnus multiflora and E. umbellata; amelanchiers, and from the Pacific coast, strawberry madrone, Arbutus unedo. The winged euonymus also has a striking pink to red fall color, as do the dogwood trees.

Those valued for their bark only are American hornbeam, Carpinus caroliniana; the white-barked birches; Persian parrotia, Parrotia persica; paperbark maple, Acer griseum; coral and red osier dogwoods, Cornus alba sibirica and C. stolonifera, and their varieties, and leatherwood, Dirca palustris, with interesting leathery stems. The last named is difficult to buy.

Of the narrow-leaved evergreens, the lacebark pine, Pinus bungeana, has the most attractive bark, with its mottled, scale-like appearance. The incense cedar, Libocedrus decurrens, is another possibility, and, for the California coastal area Arbutus unedo certainly can be recommended.

The large tree group could not be complete without such well-knowns as striped maple, Acer pennsylvanicum, with its typically clean-striped bark; the American and London planetrees, Platanus occidentalis and P. acerifolia, and, from the California region, such species as Tasmanian

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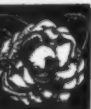
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blue eucalyptus, *Eucalyptus globulus*. But there are other large trees that possess unique barks. Amur corktree, *Phellodendron amurense*, with its rugged cork-like bark, should not be overlooked (see illustration); nor should the Kentucky coffee tree, *Gymnocladus dioica*, with its pitch-black loose scaly bark, even on young stems. The common persimmon, *Diospyros virginiana*, with its deeply fissured bark both laterally and vertically, so that the trunk is studded with a perfect mosaic of close-set black knobs, is an unusual specimen. Between these chunks or knobs, an orange coloration often appears. This tree is difficult to transplant, but, if it exists on a property, it should be welcomed and left. (See illustration). The American and European beeches, too, with the American beech being the lighter gray, are at the top of the list, even though they come at the bottom of this paragraph.

#### Other Attractive Barks

A few brief notes would be in order about the qualifications of some of the plants whose barks have not been mentioned.

The amelanichiers have a gray bark with vertical lines, which is often a light gray when it grows in the vicinity of the seashore. The American hornbeam, with its muscular, smooth, twisted gray bark, is always intriguing to people not familiar with it. The amelanichiers could well be used in preference to the gray birch when they are clump growers.

The gray, paper and European white birches are easily recognized by most nurserymen, but the river or red birch, *Betula nigra*, is not as well-known, although indigenous to the eastern part of the United States. The bark is ragged and not a pure white, but with many shades of gray, brown and orange creeping in. Multiple-stemmed forms are as usable as the gray birch.

*Acer griseum*, with its peeling orange-brown bark, is one of the most interesting of all the small trees. It probably deserves a better "place in the sun."

The flowering dogwood, with its alligator bark, is well-known to all (see illustration), but the Japanese or kousa dogwood develops a mottled, flaking bark of which many are not aware. The Persian parrotia (probably not so well-known) also shows a bark similar to that of kousa dogwood. (See illustration). This plant deserves to be used more. The stewartias, with their mottled or camouflaged bark (see illustration), would be welcomed by many clients if they had the opportunity to know

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them, with their large white flowers of late June and July.

The Franklin tree has a bark which has been overshadowed by its late summer and fall flowers. It is gray, slightly twisted, smooth and usually striped and admired unconsciously by those who know it well.

The cinnamon clethra and Japanese clethra have colorful orange barks, with the cinnamon clethra the more colorful of the two. Both are usually large shrubs, although the Japanese clethra is sometimes tree-like in form.

The leatherwood is not an ornamental plant common to the thinking of those who know it, but anyone who touches the young or older stems is fascinated by the leathery texture. No, you do not generally use it, because it is difficult to obtain, but it is unusual with a bark different from all others.

The elaeagnus has unusual stem colorations. The two best species for northern regions are cherry elaeagnus and autumn elaeagnus, the first of which has a cinnamon color on the many young stems, while the autumn elaeagnus has stems which are silvery coated, or a combination of silver flecked with orange-brown dots. Both plants are excellent for seashore plantings.

The bright red stems of coral dogwood and red osier dogwood are usable for indoor winter arrangements, but they are not the easiest plants to work into plantings unless they are pruned every year.

The evergreen strawberry madrone can enliven a California landscape with its bright orange stems—and I do mean bright!

I may not have included some of the plants which possess a bark characteristic fascinating to you, but if your interest has been awakened enough to suggest that you employ the use of such a shrub or tree, or both, in some future plantings, then all is well.

### NASHVILLE GROUP FORMS

The Nashville Association of Nurserymen has been founded by the nurserymen of Nashville, Tenn., and the surrounding area for the purpose of furthering business and establishing good fellowship, it has been learned.

A constitution and bylaws have been adopted, and 15 firms have been accepted as members.

The officers of the new association are as follows: President, H. R. Potter; vice-president, Robert M. McIntyre, and secretary-treasurer, Harrison T. Tritschler.



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Bartigon, Crimson-red	38.00
Bleu Aimable, Strong Hlae-mauve	38.00
Clara Butt, Appleblossom-pink	38.00
Cordell Hull, Red with white stripes	38.00
Golden Age, Yellow-flushed orange	50.00
Pride of Haarlem, Large red	38.00
Princess Elizabeth, Deep rose	38.00
Prunus, Lovely salmon	38.00
Queen of Night, Black	38.00
Rose Copland, Very early orchid	38.00
Zwanenburg, Pure white	38.00
Finest Rainbow Mixture	36.00

## COTTAGE TULIPS

(In bags of 100)	Per 1000
Albino, Pure white, for pots	46.00
Carrara, White, good forever	38.00
Dido, Cherry-red, salmon edge	38.00
Golden Harvest, Deep yellow	38.00
Marjorie Bowen, Buff and salmon	38.00
Mothers Day, Lemon-yellow	38.00
Mrs. Moon, Lily-flowering, yellow	38.00
Princess Margaret, Yellow, red edge	38.00
Rainbow Mixture	36.00

## SINGLE EARLY TULIPS

(In bags of 100)	Per 1000
Top size	
Couleur Cardinal, Dark red	\$46.00
General de Wet, Warm orange	40.00
Keizerskroon, Red with yellow border	60.00

## DOUBLE TULIPS

(In bags of 100)	Per 1000
Top size	
Electra, Wine-red	46.00
Mr. van der Hoef, Yellow	46.00
Orange Nassau, Orange	46.00
Peachblossom, Deep rose	46.00

## BOTANICAL TULIPS

Red Emperor	85.00
Eichleri	70.00

## TRIUMPH TULIPS

(In bags of 100)	Per 1000
Top size	
13 cm. and up	
Alberio, Red, yellow edge	\$38.00
Bandoeng, Mahogany-orange	38.00
Crater, Glowing scarlet	42.00
Crown Imperial, Brown-yellow	42.00
Edith Eddy, Red, white edge	38.00
Elisabeth Evers, Fuchsia-rose	55.00
Elmus, Carmine, white edge	48.00
Kansas, Snow-white	38.00
Rhineland, Orange-yellow	38.00
Telescopium, Violet	38.00
Tosa Minor, Golden-yellow	50.00
Finest Mixture	38.00

## PARROT TULIPS

Blue Parrot, Heliotrope-blue	38.00
Fantasy, Salmon-pink	38.00
Orange Favorite, Orange	38.00
Sunshine, Golden-yellow	48.00
Therese, Large red	50.00

## HYACINTHS

Packed 50 in a bag	
L'Innocence, Pure white	
Van Heer, Deep red	
Queen of the Pinks, Light pink	
Pink Pearl, Rose	
Bismarck, Porcelain-blue	
King of the Blues, Deep blue	
Queen of the Blues, Light blue	
Top Size, 18 to 19 cm.	Per 100 \$12.00
Extra Redding Size, 15 to 16 cm.	8.00

## WEST COAST CROFT LILIES

Ask for price	
9 to 10, 150 per case	
8 to 9, 200 per case	
7 to 8, 250 per case	

## PICTORIAL CARTONS FOR COUNTER TRADE

20 Mixed Darwin Tulips in box	
Minimum 60 boxes per case	\$47.50

## DAFFODILS and NARCISSI

Heavy Mother Bulbs	Per 1000
Rembrandt, Large yellow	\$85.00
King Alfred, Best yellow	70.00
Carlton, Large open cup	62.00
Golden Harvest, Large golden-yellow	90.00
Mrs. E. H. Krelage, Creamy-white	80.00
Imperator, Pure white	90.00
Mixture for Naturalizing, D.N. and Round	40.00

## CROCUS

Per 1000	First size	Second size
9 to 10 cm.	8 to 9 cm.	
Purpureus Grandiflorus, Large purple	\$28.00	\$22.00
Mont Blanc, Pure white	28.00	22.00
King of the Striped, Striped	35.00	28.00
Mammoth Yellow	40.00	35.00
Mixture All Colors	32.00	26.00

## MUSCARI (Grape Hyacinths)

Top size, per 1000	\$16.00
--------------------	---------

## AMERICAN-GROWN BULBS

Per 1000	First size	Second size
King Alfred Daffodils, D.N. No. 1	\$95.00	
10 to 11 9 to 10 8 to 9	cm.	cm.
Wedgwood Iris	\$50.00	\$40.00 \$20.00

## DUTCH IRIS

Wedgwood, Light blue	30.00	22.00	12.00
Golden Harvest, Yellow	22.00	15.00	9.00
H. C. Van Vliet, Blue	22.00	15.00	9.00
Imperator, Deep blue	22.00	15.00	9.00
White Excelsior	24.00	16.00	10.00
Yellow Queen, Yellow	24.00	16.00	10.00

Terms of Sale: 10% Special Discount will only be allowed on orders placed on a cash-with-order basis. Orders must be postmarked before July 15. Prices quoted F.O.B. New York, including freight, duties, cases, packing and insurance, 100 at 1000 rate.

**HEEMSKERK & CO.'S BULBS** Phone: RI. 6-8018 **RIDGEWOOD, N. J.**

## HORTICULTURAL ESTIMATES

[Continued from page 12]

three classifications: (1) Farm and garden supply stores; (2) retail growers, and (3) other kinds of retail trade.

Comparison of the actual figures with the estimates provides the industry with a tool for evaluating statistical information which has been disseminated during the past five years. The information presented indicates considerable similarity between official summaries prepared by the federal government and earlier estimates for the same items which had been prepared by non-governmental agencies. This substantiation of estimating procedures available to the industry should encourage the further employment of statistical information by business firms and others having a use for it. Although it does not appear in the results shown, a major handicap to all of this work have been the inconsistent and poorly defined classifications for the industry, a matter which is now receiving considerable attention.

JOHN C. WISTER'S series on lilacs, begun in the June 1 issue of the American Nurseryman, will be concluded in the July 1 issue.

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Asparagus—Rhubarb  
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10% in the excess of \$1,000.00.  
On claims of \$30.00 or less, 50%.  
Minimum commissions \$15.00.

Suit Fees:

On claims of \$45.00 or more, a suit fee of not less than \$7.50.

NO COLLECTION—NO CHARGE

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## FRUIT TREES

Dwarf and Standard

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**KELLY BROS. NURSERIES, INC.**  
Danville, N. Y.

## Los Angeles Rose Show

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Opened to the public for the first time as a promotional venture for the benefit of the entire nursery industry, the highly successful show featured cut flowers supplied by southern California's C. A. N. commercial rose growers in beautifully arranged exhibits in the main clubhouse room.

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Tables were set up around the hall for the displays of the following growers: Germain's, Van Nuys; Elmer Roses, San Gabriel; H. A. Conklin, West Covina; Groen Rose Co., Montebello; O. L. Weeks, Ontario; Matlin's Nursery, Ontario; Howard & Smith, Montebello; Peter Mordigan Evergreen Nurseries, San Fernando; California Roses, Inc., Puente; Montebello Rose Co., Montebello, and Armstrong Nurseries, Ontario.

On the outside porch, near the building entrance, were four neatly arranged exhibits of container roses, installed by Descanso Distributors, Chino; W. H. Brown Nurseries, Alhambra; Tuttle Bros. Nurseries, Altadena, and Rosedale's Nurseries, Monrovia. Other displays were provided by the Pacific Rose Society; Miller Flower Shop, Alhambra; Berry's Flowers, Altadena; Whitford's Florists, Pasadena; Siebrecht's Florists, Pasadena, and Clarence Ameling, Santa Ana.

In the patio, Downey Fertilizer Co., Downey; Pacific Guano Co., Los Angeles; California Spray



Hybridizers of the 1954 All-America rose winners, Robert V. Lindquist, Howard Rose Co., Hemet, left, and Herbert C. Swim, Armstrong Nurseries, Ontario, offer their creations, Lilibet and Mojave, to Leah Feland, 1953 Pasadena Tournament of Roses queen, at the Los Angeles chapter rose show.

**NOW** is the time to consider next season's requirements

FRUIT TREES  
SHADE TREES  
FLOWERING TREES  
GRAPE VINES  
FIG TREES  
FIELD &  
CONTAINER GROWN  
ORNAMENTALS



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40 varieties to choose from, including varieties such as:

Atrosanguinea	Hupehensis
Dolgo	Purpurea
Eleyi	Aldenhamsensis
Oekonomierat	Echtermeyer
(weeping)	
Red Silver	Toringoides
Also Fruit trees	Shade trees
	Shrubs

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### RHODODENDRON LINERS

**VAN VEEN NURSERY**

3127 S. E. 43rd Ave., PORTLAND 6, OREGON

Chemical Co., Whittier, and Bandini Fertilizer Co., Los Angeles, built up exhibits of their products. These firms also provided samples for distribution during the prize drawings.

Every hour during the show 12 bare-root roses for 1954 delivery, supplied to the chapter by the wholesale growers, were awarded at the public drawings. Books on rose growing, donated by the Borden Publishing Co., were added prizes. Movies, lent by Germain's and the California Spray Chemical Corp., drew large audiences. Visitors enjoyed questioning the radio and television personalities, Mirandy, Joe Littlefield, Dave Gilfillan and Gordon Baker Lloyd, who attended as consultants.

On the evening prior to the Saturday opening day, nearly 300 members and guests of the chapter gathered for an outdoor barbecue and a show preview. O. L. Weeks donated 50 Mojave and 50 Lilibet roses for 1953 bare-root delivery for a raffle to raise funds for the trade.

Following the barbecue, Chapter President Robert E. Weidner, Buena Park Greenhouses, Buena Park, introduced as guests the group of officials from the city of Alhambra, along with C. A. N. Executive Secretary Elmer Merz and State President Jack Evans, of Evans and Reeves Nurseries, Los Angeles. Miss Feland and her parents, Mr. and Mrs. Jack Feland, of La Canada, and Pacific Rose Society President S. I. Snortum, were also presented. Commended for outstanding work on the show organization were O. L. Weeks; Connie Elmer, Elmer Roses, San Gabriel; Ralph Klages, Coolidge Rare Plant Gardens, Pasadena; Jim Meadows, Meadows Nursery Service, Altadena, and Martin Usrey, Monrovia Nursery Co., Monrovia.

#### 75TH ANNIVERSARY DINNER

The 75th anniversary of Milton Nursery Co., Milton, Ore., was celebrated recently with a dinner attended by more than 200 employees and guests. C. Bert Miller, president and general manager of the firm, presided. Mayor Lewis Yantis, of the city, paid tribute to the firm, citing the many gifts which the nursery had made during the past years to help beautify the city.

Milton Nursery Co. was founded in 1878 by the late Aaron and Samaria Miller, who traveled to the area by oxcart from California and before that hailed from the midwest. The firm has grown from one acre to 325 acres at Milton and occupies another 100 acres at Puyallup, Wash.

# YOU BE THE JUDGE

THIS YEAR BUY

CALIFORNIA-GROWN ROSES

## ELMER BRAND

SEE IF THEY AREN'T BETTER!



TREES - CLIMBERS - BUSHES



**ELMER ROSES** WHOLESALE ONLY SEND FOR CATALOG  
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## MONTEBELLO ROSE COMPANY

Wholesale Growers

### QUALITY FIELD-GROWN ROSES



We wish to take this opportunity to thank the many friends and customers who have helped to make this a very successful year.

This coming season we are offering a fine selection of bushes, climbers and floribundas—all the well-known and beloved varieties, together with the magnificent newcomers to the rose trade. We are especially featuring HENRY FORD, MOJAVE, LILIBET, PRESIDENT EISENHOWER and SUN VALLEY ROSE.

Our new color catalog is available now, and early orders will be at the advantage of a more complete list of rose varieties.

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WALDORF-ASTORIA HOTEL

## MONTEBELLO ROSE COMPANY

401 N. Sixth St.

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P. O. Box 512  
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Lilies  
Daffodils  
Iris



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Dalgo	Purpurea
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Oekonomierat	Echtermeyer
(weeping)	
Red Silver	Toringoides
Also Fruit trees	Shade trees
	Shrubs

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### ROSES OLD and NEW

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250 varieties.

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OREGON BULB FARMS

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Lilies

Daffodils

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—H. L. Tate, Ohio

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"Rite in the Rain" waterproof tree and plant labels have been tested by nurserymen and proved superior—easy to read—easy to use—long-lasting. Ordinary pencil will not wash off and the labels will not damage plants and trees. Send for samples and prices.

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A fine selected list including patented varieties. Highest quality — all field-grown.

Write for list and prices.

PACIFIC NORTHWEST ROSE NURSERY  
P. O. Box 261 GRESHAM, ORE.

### ROSEDALE'S NURSERY

[Continued from page 13]

most effective methods of introducing nutritive elements to the plant and how to spray insecticides for best results. Pictures of each of the types of insect pests that afflict southern California were shown and information was given as to how to deal with each type.

Harold Zink, landscape consultant of Rosedale's own staff, answered questions on the selection, planting and care of different kinds of plants.

Mirandy, for whom was named the famous All-America rose (she is Mrs. Frederick S. Bauersfield in private life) was also present on two afternoons of the affair to discuss gardening questions, not only on her particular favorite, roses, but on other plants as well. Mirandy's delightfully folksy presentation of gardening information, based on 20 years of professional gardening consultation experience, has earned her a large west coast radio and television following, and her presence at the Rosedale event was an additional important factor bearing on its success.

However, the chain's excellent reputation was perhaps the greatest single factor contributing to the auspicious opening of the nursery and the biggest drawing card as far as the general public was concerned. Nationally recognized for the attractiveness of its nursery buildings and the quality of its merchandise, Rosedale's Nurseries have been operating in southern California for more than a quarter of a century, and high standards of excellence have been maintained throughout the years. The original establishment at Monrovia was founded by Harry E. Rosedale in 1926, other locations following successively in Glendale, Compton, Encino and in the Broadway-Crenshaw district.

#### T-shaped Nursery

Designed by architect Everett L. Tozier, of Pomona, the Pomona branch embodies many progressive features to facilitate service by making nursery stock easy to see and reach. The structure is in the form of a broad, squat T, with the crossbar of the T consisting of a spacious lath house for display of shade-loving trees, shrubs and flowers. In the center of the lath house is a glass-enclosed greenhouse, which will be illuminated at night, for display of tropical plants and house plants.

The leg of the T contains the nursery salesrooms and storerooms. This portion of the building has an open-beam ceiling and opens onto a porch with a wide, overhanging roof. The

## OREGON'S BEST SOURCE OF GOOD ROSES

A complete list of HYBRID TEAS, CLIMBERS, BABIES and FLORIBUNDAS. Also, one of the most complete lists of patent varieties, including the A.-A. R. S. award winners.

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Pioneering Seedling Growers on  
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Specializing in Fruit Tree Seedlings and  
Shade and Flowering Trees.

French Apple Seedlings, Str. and Br.  
Domestic Apple Seedlings, Str. and Br.  
Bartlett Pear Seedlings, Str. and Br.  
Usuriensis Pear Seedlings  
Mahaleb Cherry Seedlings  
Maxard Cherry Seedlings  
Myrobalan Plum Seedlings  
American Plum Seedlings  
Angers Rooted Quince Cuttings  
English Privet Cuttings

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Growers of Evergreen Liners

AURORA, OREGON

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Rhododendrons Camellias  
Azaleas Andromeda Conifers

Send for List

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Rt. 2, Box 212 Troutdale, Oregon

#### PRONOUNCING DICTIONARY of Plant Names

64 pages, 3000 names, 25¢ per copy  
American Nurseryman Chicago 4.

porch will be furnished with comfortable chairs for use of customers in summertime.

The open-air display yards behind the nursery building are divided by paths laid out like spokes of a wheel, for convenience in quickly reaching any section. Plants will be grouped between the paths according to variety, size and purpose. This method of path and plant layout, worked out by General Manager Charles Crum, is a feature of each of the nursery firm's six locations.

The Pomona nursery buildings, themselves, comprise approximately 8,500 square feet of space and, with their adjoining grounds, occupy a prominent corner location. Ample parking space is provided at the rear of the nursery for customers.

Landscape planting at the front and side of the nursery includes many different shrubs, some old favorites and some new introductions, such as Wilson's holly, which has large camellia-like leaves. In front of the center of the nursery is a rose garden containing 80 floribunda roses.

Rosedale's unique "pedigreed" label identifies each of the plants in the landscaping and is used, magnified many times, as an eye-catching sign on the outside of the nursery building.

#### Sound Leadership

The establishment of the Pomona nursery and the continuing growth of the other nurseries in the chain are mainly the result of the sound business sense, love of growing things, extensive experience and intelligent planning of Harry E. Rosedale, the chain's proprietor. Originally from Denmark, where his father was a specialist in ornamental shrubs and vegetables, Mr. Rosedale emigrated to America 30 years ago, ambitious to establish a nursery in this country. Adapting American methods to his own native abilities, he experienced such success that he was able to start his first nursery, at Monrovia, less than four years after his arrival in the United States. The firm has been expanding ever since.

The new Pomona nursery will be under the management of H. Dewey Goggins, who joined the Rosedale organization in 1948 and has worked at each of the five other branches. He was manager of the Glendale nursery before assuming his present position. A resident of nearby West Covina for over a year, he and his family have made Pomona their trading center during this time, and his enthusiastic interest in the progressive town made him a natural choice for the managerial position.

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Rooted cutting plants, pinched, branched,  
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From flats, rooted outside in lath house.  
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2 per cent discount and free packing for  
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250 plants at 1000 rate.

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Juniper, Pfitzer, 4 to 6 ins..... .12  
Juniperus Hetzi Glauca, 4 to 6 ins..... .10  
Juniperus Pfitzeriana Aurea, 4 to 6 ins..... .12

Taxus Capitata, 6 to 8 ins..... .12  
Taxus Cliftona, 4 to 6 ins..... .15  
Taxus Cupidata, 4 to 6 ins..... .09

Taxus Hicksi, 4 to 6 ins..... .10  
Taxus Mooni, 4 to 6 ins..... .12  
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Japanese Beetle Certification.  
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Heavy 4-yr. transplants from outdoor beds.  
8 to 12 ins., \$15.00 per 100, \$125.00 per 1000.  
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2/0 American Arborvitae, 100 1000  
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Juniper, Andorra Plumosa, 7 to 8 ins..... 15.00  
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Fresh-dug, individually made up, 15 to 20-  
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\$7.50 per 1000, plus delivery.  
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Separate colors and mixed, 2-in. pots, 9c.  
New pink Astolat, 2-in. pots, 13½c.

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We have 50 of the best varieties. 300 rooted  
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##### HOLLY

HARDY, CALIFORNIA-GROWN.  
Offered for the first time.

Husky, well-developed female plants. All  
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150 to a box. Per 100

ILEX AQUILIFOLIUM

green, 1-yr.-old, 6 to 8 ins. \$45.00  
variegated, 1-yr.-old, 6 to 8 ins. 55.00  
green, rooted cuttings. 15.00  
variegated, rooted cuttings. 20.00

25 takes the 100 rate. No packing charges  
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900 English Ivy, 2½-inch pots.  
Well-established and growing. \$12.50 per  
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EUONYMUS RADICANS: Erecta, Patena  
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Hardy ENGLISH IVY from stock surviving  
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##### LINING-OUT STOCK

Jasminum floridum, Juniperus pfitzeriana,  
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(blue), all from 2½-in. pots. \$10.00 per 100.

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See our ad on page 21 of the May 15  
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SPRING SPECIAL—Save on quality plants.  
Sturdy lath house grown, extra-heavy, 1-yr.  
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10,000 Golden Bonita Arborvitae,  
6 to 8 ins., R. C. \$8.00  
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6 to 8 ins., R. C. 8.00

EXTRA-HEAVY, READY FOR FIELD,

POTTED STOCK

Ficus Repens, 2½-in. pots. \$10.00

3000 Primrose Jasmine, 2½-in. pots. 12.00

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10,900 Blue Spire Arborvitae,  
2½-in. pots. 15.00

20,000 Excelsa Arborvitae, 2½-in. pots. 15.00

10,000 Golden Berckmans Arborvitae,  
2½-in. pots. 15.00

3000 Golden Bonita Arborvitae,  
2½-in. pots. 15.00

3000 Green Bonita Arborvitae,  
2½-in. pots. 15.00

3000 Barbados Cherry, 2-in. pots. 15.00

40,000 Burford Holly, 2½-in. pots. 15.00

5000 Japanese Yew, 2½-in. pots. 17.50

6000 Von Ehrhron Juniper, 2½-in. pots. 18.00

3000 Blue Vase Juniper, 2½-in. pots. 25.00

(Blue Star). A new juniper, a sport of  
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Acer Palmatum, 1-yr. S. \$6.00 Per 100 Per 1000

Blota Orientalis, 2-yr. S. 3.50 30.00

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Ilex Crenata, 2-yr. S. 10.00 90.00

Picea Alba, 2-yr. S. 3.50 30.00

Picea Canadensis, 2-yr. S. 3.50 30.00

Picea Engelmanni, 2-yr. S. 3.50 30.00

Picea Excelsa, 2-yr. S. 3.50 30.00

Picea Pungens Glauca, 2-yr. S. 3.50 30.00

Pinus Austriaca, 2-yr. S. 7.00 60.00

Pinus Densiflora, 2-yr. S. 6.00 50.00

Pinus Mugo, 2-yr. S. 5.50 50.00

Pinus Strobus, 2-yr. S. 3.50 30.00

Pinus Sylvestris, 2-yr. S. 3.00 25.00

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Taxa Canadensis, 2-yr. T. 9.00 80.00

4 to 6 ins. From Holland Import.

Rhod. Hybr. named var. \$75.00

1-yr., grafted. 150.00

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Azalea Mollis, named var. 75.00

6 to 8 yrs., field-grown. 75.00

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Swiss Giants Mixed. \$4.70

Swiss Giants, separate and straight col-  
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Southern-collected, properly cured, high  
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order to us. Sample free. 50 bushels and  
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Arborvitae for pots or seedbed. \$4.00 per 100,  
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##### SHRUBS and TREES

Thousands Amur River North 12 to 18 ins.  
\$2.00 per 100; 2 to 3 ft., \$4.00 per 100; 4 to 6  
ft., \$5.00 per 100.

Attractive price on lots of 1000 or more.

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#### MAGNOLIA GRANDIFLORA

2½-in. pots, about 4 to 6 ins. high, \$130.00  
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plant successfully after May 20 to Sept. 1),  
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Euonymus coloratus, 1-yr., 20c each.

F.O.B. our nursery.

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#### VINES

##### HONEYSUCKLE

Lonicera halliana Japonica

Heavy 2, 3 and 4 yrs., No. 1 field plants,  
3 to 4 leads, 18 to 24 ins., carefully graded.  
\$4.00 per 100, \$30.00 per 1000.

Lonicera sempervirens, Scarlet-red.

Heavy 18 to 24 ins., \$10.00 per 100, \$80.00 per  
1000. No orders too large; immediate ship-  
ment.

##### WOODLAWN NURSERY

Greenville, Ga.

##### HONEYSUCKLE

Lonicera Halliana Japonica, extra-heavy,

3 to 4-yr. No. 1 field-plants, 18 to 24-in. leads,  
\$40.00 per 1000. Lighter plants, \$30.00 per  
1000. Sample 100, \$5.00. All plants carefully  
graded and packed by experienced labor. Can  
supply quantity orders. Immediate shipment.

ROBINSON NURSERY CO. Greenville, Ga.

#### MISCELLANEOUS

##### BAMBOO

Beautiful dwarf Bambusa falcata, mature,  
12 feet. No finer bamboo.  
Excellent evergreens. Compact hedges.  
Fencing and screening. Disease-free. Strong  
healthy plants. 18 to 24 inches—\$10.00 per  
100.

McKEE'S NURSERY, Growing Dept.

P. O. Box 749 Covington, La.

## SUPPLIES and SERVICES

#### BURLAP

##### BURLAP

Immediate attention to your inquiry.  
Squares, rolls, open mesh. Standard sizes  
or made to your specifications.

Machine cleaned, prime select, new or used  
burlap.

Prompt shipment.

Spring bookings now being taken.

Specialists to the nursery trade.

SEAMAN BAG CO. Chicago 8, Ill.

2512 S. Damen Ave. Virginia 7-6633

##### NURSERY BURLAP

Burlap squares and sheets for baling pur-  
poses, made from selected used burlap and  
bags free of oil, smell or chemical stock. All  
vacuum machine cleaned and holes seamed  
up. We also have a supply of open mesh  
onion bags in sheet form, measuring 33x36  
ins. Samples and prices cheerfully submitted  
on request.

STERLING BAG & BURLAP CO.

41 Carolina St. Buffalo 1, N. Y.

#### FLATS

##### FLATS

##### MINNESOTA WHITE CEDAR FLATS

Per 100

No. 1, 14x20x2½. \$24.00

No. 2, 14x20x3½. 27.75

No. 3, 12x16x2½. 18.50

No. 4, 12x16x3½. 21.75

No. 5, 14x16x2½. 20.75

No. 6, 14x16x3½. 24.50

No. 7, 15x22½x2½. 27.25

No. 8, 15x22½x3½. 31.50

No. 9, 11½x22½x2½. 23.00

No. 10, 11½x22½x3½. 25.00

No. 11, 13½x16 x5½. 30.00

No. 12, 5x5x11. 15.00

No. 13, 5x5x16. 18.50

All other sizes quoted on request.

5 per cent discount on orders of 1000 or  
more.

The above sizes are inside. Bottoms and  
sides are ¾ in. and ends are ¾ in. thick.  
All material surfaced on one side. All ship-  
ments by truck unless otherwise ordered.

Your name and address printed up to three  
lines in black, weather and waterproof ink,  
on one or both end pieces at the following  
rates: \$1.00 set up charge plus ¼ cent per  
end piece for the first 1000 ends, ¼ cent per  
end thereafter.

Shipped knocked-down in bundles of 25.  
F.O.B. Cook, Minn. Attach check. Order by  
number.

H. C. HILL & SONS, Cook, Minn.

##### REDWOOD FLATS, K. D.

Finest stock obtainable. Guaranteed all  
clear heart. Size 20x15x3 ins. inside measure,  
\$42.00 per 100.

1x1-in. Cypress stakes, pointed.

50 pcs. to bundle, 4 ft., \$3.50 per bd.

50 pcs. to bundle, 5 ft., \$4.50 per bd.

50 pcs. to bundle, 6 ft., \$5.50 per bd.

Ship same day. Cash with order, please.

YOH & HOOKER, Youngstown 2, Ohio

**FLATS—Continued**

**FLATS**  
Made from a good grade of Southern Yellow Pine dipped in Rot Not wood preserver for longer life.

Standard specifications, inside measurements.	
16 x12x2 1/2	\$20.38 per 100
16 x14x3 1/2	27.06 per 100
20 x14x2 1/2	26.61 per 100
20 x14x3 1/2	31.07 per 100
22 x15x2 1/2	30.49 per 100
22 x15x3 1/2	35.35 per 100

All other sizes quoted on request. Prices F.O.B. Birmingham, Ala. We are manufacturers, not jobbers. Our quality guaranteed. Prompt shipment on any quantity. Mixed shipments of Flats, Plant Boxes and Spray Boards. Write for our price list on these items. Attach check to order.

HIGHTOWER BOX & TANK CO.

P. O. Box 1449

Birmingham 1, Ala.

**HAY**

**MARSH HAY FOR MULCHING**

Clean; no weeds, Truckloads or carloads.

KOPF HAY CO.  
Beaver Dam, Wis.

**ORCHID SUPPLIES**

**OSMUNDA:** Fresh-cut "live" fiber at all times.

Professional bag, \$2.50; Bushel, \$5.00

Standard Bale, \$12.00

**PLASTIC LABELS—Copper or nickel-bearing wire.**

Pot, 1/2 by 3 1/2 ins.	100	500	1000
Pot, 3/4 by 4 ins.	\$1.50	\$4.95	\$ 9.50
Orchid Spec., 1/2 by 4 1/2 ins.	1.95	7.95	15.00
red, blue, green, yellow			
and white	2.10	8.95	16.00
Wired, 1/2 by 2 ins., white	1.95	7.95	15.00
% by 3 1/2 ins., white	2.15	9.00	17.00
% by 3 1/2 ins., blue, green, red and yellow	2.25	9.45	18.00
White Strap Label, % by 6 1/2 ins.	2.10	8.95	16.00

—Special—

**NEW PRICE—ORIGINAL BUBBLE VASE LABEL PINS.** \$1.25 doz. 2, 3, 5-in. Orchid tubes with rubber caps, 60c per doz., \$4.10 per 100.

**WRIGHTWOOD FLORAL CO., INC.**  
2407 N. Main St. Houston 9, Tex.  
Prices F.O.B. Houston. Subject to change without notice.

**RAFFIA**

**NATURAL MADAGASCAN RAFFIA**  
First-quality Majunga and Eastcoast types. Prices and samples on request.

HERKERY, INC.

62 Reade St. New York 7, N. Y.

**SOIL-TESTING SERVICE****SOIL TESTING**

Soil-testing and consultation services to help you grow better crops. Rapid, accurate tests for pH, organic matter, nitrogen, phosphorus, potassium, calcium and four minor elements cost only \$5.00 per sample, or write for costs on a soil-testing consultation program.

DR. WOLF'S

AGRICULTURAL LABORATORIES  
Rt. 4, Fairton Rd. Bridgeton, N. J.

**SPHAGNUM MOSS**

**WISCONSIN'S QUALITY SPHAGNUM MOSS**

Clean, long-fibered, solidly packed in burlapped or wired bales of standard size, direct from drying beds. None better. Trucked when feasible.

WARRENS MOSS CO., Box 7, Warrens, Wis.

**STAKES**

**CYPRESS PLANT STAKES**

50 Pieces to Bundle.

1x1-in.—3 ft., pointed	\$2.50 per bundle
1x1-in.—4 ft., pointed	3.50 per bundle
1x1-in.—5 ft., pointed	4.50 per bundle
1x1-in.—6 ft., pointed	5.50 per bundle
1x1-in.—7 ft., pointed	7.00 per bundle

These stakes are made of cypress and redwood, are good, strong stakes and will give long service. "A little better than seems necessary."

WE SHIP SAME DAY!

YOH & HOOKER

Youngstown, Ohio

**HEAVY BAMBOO STAKES.**

EXCEPTIONALLY FINE QUALITY.

Per bale of 100	% to 1/2 in.	% to 1 in.
4 ft.	\$4.20	\$ 5.15
5 ft.	5.20	6.40
6 ft.	6.25	7.70
7 ft.	7.20	8.95
8 ft.	8.35	10.25

F.O.B. Centertown, Ky.

Add 10 per cent for green dyed.

Write for discount on large quantities.  
A. C. PATTERSON, Centertown, Ky.

**EVERLAST TIDEWATER**

**RED CYPRESS PLANT STAKES**

These are the strongest, straightest, most durable and long-lasting plant stakes you can buy. Made of sun-cured Florida Tidewater RED Cypress — "THE WOOD ETERNAL." Each stake is approximately one inch square and point at one end.

RED Cypress cypress more, but lasts longer than white or yellow Cypress and thus is cheaper in the long run.

Packed in units of 81 Stakes

F.O.B. New York F.O.B. Florida

4 feet long, 1-in. sq. \$10.00 \$ 8.50 per unit

5 feet long, 1-in. sq. 11.50 10.00 per unit

6 feet long, 1-in. sq. 12.50 11.50 per unit

EXTRA-HEAVY STAKES

8 feet long, 1 1/4-in. sq. \$19.00 per 100 stakes.

F.O.B. Florida only.

Minimum order 100 stakes.

MCHUTCHISON & CO.

95 Chambers St. New York, N. Y.

**STAKES, GALVANIZED HARD STEEL.**

**STAKE FASTENERS AND COTTON TWINE.**

Prices and samples sent upon request.

SCHUFF SUPPLY CO., Wilmette, Ill.

**TRADE BOOKS****TRADE BOOKS.**

Suggestions for nurserymen and their employees:

**CHRYSANTHEMUMS—HOW WE GROW THEM OUT OF DOORS.**  
by members of Portland Chrysanthemum Society, \$1.50.

**GREENHOUSE GARDENING FOR EVERYONE.**  
by Ernest Chabot, \$4.00.

**GROWING TREE AND SMALL FRUITS.**  
by H. B. Knapp and E. C. Auchter, \$2.92.

**DESIGNS FOR OUTDOOR LIVING.**  
by Margaret O. Goldsmith, \$5.00.

**HARDY CHRYSANTHEMUMS.**  
by Alex Cumming, \$2.75.

**TREES FOR AMERICAN GARDENS.**  
Order from  
by Dr. Donald Wyman, \$7.50.

**SOILS AND FERTILIZERS FOR GREENHOUSE AND GARDEN.**  
by Alex Laurie and D. C. Kiplinger, \$2.50.

**DISEASES AND PESTS OF ORNAMENTAL PLANTS.**  
by Dr. Bernard Dodge and W. L. Rickett, \$6.00.

These books and others on horticultural subjects may be obtained, postpaid, at the publishers' prices indicated, from

**AMERICAN NURSERYMAN**  
343 South Dearborn Chicago 4, Ill.

**FOR THREE DOLLARS**

you can offer that surplus in a classified ad of 10 lines on these pages—quickly and easily turning stock into cash.

**AT ONLY 30c PER LINE**

you can keep a list of specialty items before trade buyers through the selling season at small cost.

Send your copy (count 6 average words to line) for the next issue to reach us by June 15.

**AMERICAN NURSERYMAN**

343 S. Dearborn St. CHICAGO 4, ILL.

**ROSE FOUNDATION MEETS**

[Continued from page 11.]

with 250 pounds per acre rate of application for 12:24:12 fertilizer gave the same final weight of bushes with Helen Traubel variety as 600 pounds of 5:10:5. The addition of Sulfur Mag containing magnesium, potash, boron, iron and sodium did not aid materially.

Experiments have been started this year with high analysis fertilizers (19:28:14 Instant Vigoro) in comparison with regular 6:10:4, with 5:10:5 and with organic based fertilizers, 6:10:4 and 10:5:5. Also, the chemicals containing minor elements such as Ferro FTE (fritted trace elements) and Sequestrene have been applied in replicated field plots.

**Inducing Defoliation**

**6. Defoliation Experiments:** Of the chemicals tested so far to induce defoliation of roses under field conditions, Niagarathal DF has been best. Within about a week, up to 95 per cent leaf drop has been obtained with certain varieties, particularly the polyantha roses. Other defoliant tested either failed to take the leaves off or caused intolerable bud, bark and cane damage.

**7. Weed Killers:** Although it is too early to give results in crab grass control, the Mathieson Chloro-IPC spray has appeared safe on roses when used at 1 per cent concentration.

**8. Insecticides:** The insecticide Lindane (BHC) has been tested and found compatible with the new fungicide, Captan, for use on roses.

**9. Miscellaneous:** In an understock trial, cuttings of Rosa fortuneana were planted in a field along with R. multiflora (December 17, 1952). The live of the fortuneana was 26 per cent to 35 per cent while the multiflora averaged 91 per cent. Ultraviolet light from germicidal lamps (about 90 microwatts per square centimeter) one hour a day for three days caused killing and injury of rose leaves of young plants of Vogue grown in pots. The treatment failed to control powdery mildew, which was a part of the experiment.

A TROPICAL plant house, new office, an acre of lath houses and a plant storage building are among the attractive new buildings at Mound Nurseries' new location at Ventura, Calif., which opened in April as a complete garden center under the direction of Ruth and Ralph Curtis and Mrs. John Bennett.

## WANT ADS

Help and Situation Wanted and For Sale Advertisements.

**Display: \$3.50** per inch, each insertion.

**Lines: 30c** line; minimum order **\$3.00.**

### HELP WANTED

Landscape crew foreman for well-established 30-acre landscaping nursery. Must have good working knowledge of ornamental plant material, planting technique and design and be able to handle men.

Good salary, year-round job and excellent opportunity to advance for man with right qualifications.

Please state past experience, salary expected and enclose snapshot in first letter.

SCHUELL NURSERIES  
Rt. 4, Box 240  
South Bend, Ind.

### HELP WANTED

#### LANDSCAPE ARCHITECT

Willing, aggressive and cooperative young man, graduate landscape architect or equivalent, needed by company located in southwestern part of Nassau county on Long Island, N. Y. Must have ability to produce mechanical or free-hand drawings; must have excellent ability to visualize; must be able to organize projects and follow through. Previous work with hands an asset. Please give full qualifications in first letter, including recent photograph and expected salary. Address Box 970, care of American Nurseryman.

### HELP WANTED

Propagator who knows his business, needed by one of the largest propagating firms in the east. Excellent job for the right man. Give complete information in first letter. Write Box 968, care of American Nurseryman.

### HELP WANTED

#### EXPERIENCED PROPAGATOR

Excellent position in wholesale propagating nursery for an alert and progressive man, well-experienced in ornamentals. Good salary, benefits, pleasant conditions, rural setting (New York City and Philadelphia close by) and other benefits. Established in 1921 and still growing. Please write:

JOHN VERMEULEN & SON, INC.  
Neshanic Station, N. J.

### HELP WANTED

#### PROPAGATOR

Experienced in the propagation of evergreens and ornamental stock in greenhouse and outdoors.

BUNTINGS' NURSERIES, INC.  
Selbyville, Del.  
Phone 2321

**SITUATION WANTED**—Graduate forester, age 28, married, veteran, with 11 years' experience in forestry work, including four years with state conservation department nursery program. Desires permanent connection with private, progressive nursery firm. Reply to Box 975, care of American Nurseryman.

### HELP WANTED

Large, old-established wholesale nursery wants salesman to call on wholesale trade in middle west, selling a complete line of nursery stock. Good opportunity for a man who can produce. Write, giving full particulars about yourself, to Box 964, care of American Nurseryman.

### HELP WANTED

#### Experienced Field Foreman

To take charge of all field and bed operations on 150 acres. Must be able to handle white, Puerto Rican and Mexican labor. Permanent position with opportunity for salary advancement on proof of ability. Evergreens and deciduous stock grown for wholesale trade only. Send complete details and past experience—or stop by for an interview.

BROWN DEER NURSERIES  
Div. of Holton & Hunkel Co.  
797 N. Milwaukee St.  
Milwaukee 1, Wis.

### HELP WANTED

#### SALESMAN

A reliable young salesman wanted to cover a midwest trade territory for an old, established wholesale nursery. Reply to Box 969, care of American Nurseryman.

### HELP WANTED

Working foreman to take full charge of maintenance, propagation and digging for well-established landscaping nursery of 30 acres. Must have good working knowledge of ornamental plant material.

Good salary and excellent opportunity for man with right qualifications. Please state experience, salary expected and enclose recent snapshot in first letter.

SCHUELL NURSERIES  
Rt. 4, Box 240  
South Bend, Ind.

### HELP WANTED

Nursery-landscape foreman. Baltimore territory. Opportunity later as partner in well-established nursery. Full reply and salary expected. Address Box 927, care of American Nurseryman.

### FOR SALE

#### WEST COAST OF FLORIDA

Oldest nursery in city of 125,000. Established 30 years. Up-to-date drive-in, corner location, on busy thoroughfare inside city limits, with large, well-displayed and clean stock.

Property includes modern, furnished, air-conditioned home with facilities for partial conversion to flower shop which surrounding area demands.

Will consider trade. Personal reasons for selling. A real buy at \$45,000.

Address Box 972,  
care of American Nurseryman.

### FOR SALE

#### SAN DIEGO AREA

Strategically located retail nursery business in one of California's fastest-growing communities. 230 feet of valuable highway frontage. Owner ill and must sell. Will sell outright or stock only and lease back land and equipment, including living quarters. A real opportunity for an experienced nurseryman. Inquire: Gray Buckner Realty, 7225 El Cajon Blvd., San Diego, Calif. Phone H-6-3259.

### FOR SALE

Small nursery, about 5 acres, near historic Williamsburg, Va. Unlimited water supply, two modern cottages, small greenhouse, garage, etc. Splendid opportunity for energetic young man able to do landscape plantings. For details write P. O. Box 261, Williamsburg, Va., or phone 108W3.

### FOR SALE

Nursery located on good highway. 175,000 to 200,000 flowering shrubs, evergreens, vines and tree seedlings—nice young stock. Good building for offices, storage and parking department available; concrete block construction. An ideal location for wholesale and retail. Located in large nursery center. Write to Box 971, care of American Nurseryman.

### HELP WANTED

Landscape foreman, tree experts, nurserymen, landscape gardeners and good diggers. Top pay.

LAUREL NURSERY  
311 Jericho Turnpike  
Floral Park, L. I., N. Y.  
Phone: Floral Park 4-9708

### HELP WANTED

#### FIRST CLASS SALESMAN

Have unusual and interesting opening for experienced nursery salesman. Must have record of volume sales and be sober and trustworthy. Salary and commission. See, call or write Sears Jayne, THE GREEN HOUSE, Columbia, Mo.



## IMPORTED GERMAN KNIVES and SHEARS

Treat Yourself to the Best.

Tried and proven at our nurseries. The superiority of TINA and REMEVE brands over all other imported makes is recognized by the German Nurserymen's Association and nurserymen the world over.

Grafting Knives—9 Patterns  
Budding Knives—7 Patterns  
Pruning Knives—6 Patterns  
Pruning Shears—9 Patterns



No. 605 Grafting Knife

The finest grafting knife available to the trade.



No. 641 Budding Knife

Preferred by many growers of Roses for fast budding.



No. 650E Budding Knife

Most popular pattern of this type.



No. 626 Pruning Knife

Desirable for medium-heavy pruning on and off the nursery.



No. 2292 1/2 Pruning Shear

A masterpiece of highest precision. A must for every nurseryman.

Illustrated folder and prices mailed on request.

**BERRYHILL NURSERY CO.**

P. O. Box 696  
Springfield, Ohio

## BURLAP

We are now featuring NURSERY BURLAP made from GUD-AS-NU, once-used burlap . . . bright, free from printing or excessive seams.

Try a bale! If not satisfied, return to us at our expense.

ROLLED BURLAP AND ONION BAGS (OPENED).

Samples and prices on request.

**ACME BURLAP BAG CO.**

Box 1051 Hartford, Conn.

## THE JIFFY BALLING CO.

Sales and Demonstration  
of the One and Only

**JIFFY BALLING MACHINE**

Phone 98 LONG LAKE, MINN.

## THE NURSERYMAN IN EUROPE

[Continued from page 9]

nations are represented. Its proximity to the rose and tree nurseries of the Schleswig-Holstein region, together with its environs, which form the largest flower, fruit and vegetable-growing area in Germany, make Hamburg an outstanding site for the fair. The displays in the famous old Planten un Blomen park in the heart of the city, coupled with the friendships developed with the members of the Central German Horticultural Associations, as well as with those from other countries represented, will long remain a source of information and profit for the members of the group.

During the morning flight from Hamburg to Zurich, a great part of western Germany will pass below the Swiss air lines plane. The neat gardens and farms, with a sprinkling of planned forests at regular intervals, will soon give way to the hilly terrain as the plane lands in Zurich four hours after departure.

After being received by members of the Swiss Association of Horticulturists and the Organization of Swiss Garden Trades, the party will visit rose nurseries in the suburbs of Zurich. Here, again, there will be a reception by the municipal authorities. The nurserymen will then travel by motorcoach to Lucerne, from which city a special trip is planned to the 7,000-foot peak of Mount Pilatus.

### Italian Itinerary

The journey from Lucerne to Florence, by way of the famous Gothard tunnel, is an unusual experience, as the heaviest electric locomotives in the world pull the train through and under the Swiss Central Alps. The medieval city of Florence, with its Uffizi and Pitti art galleries and the leather products of its craftsmen, will soon be left behind as the party proceeds by motor coach to Siena, where the gardens of Villa Sergardi are to be visited. From Tuscany to Rome is a delightful journey through Italian garden cities filled with centuries-old houses.

During their four days at the "Eternal City," the nurserymen will have meetings with Italian Horticulturists and Garden Architects and will visit the International Agricultural and Horticultural Exhibition and the Tivoli Gardens. As at all other points on the itinerary, the United States Travel Agency also provides for visits to the great sights of Rome—St. Peter's, Vatican City, the Pantheon, the Forum and the

## STEEL STAKES and WIRE



Finest hard steel.

—Heavily Galvanized—

### NO. 4 GAUGE—(Approx. 1/4-inch)

Length	per 100	Wt.	Per	Per	Per
			100	500	1000
1 1/2 ft.	21 lbs.	\$ 6.25	\$25.60	\$ 47.40	
2 ft.	29 lbs.	6.50	27.50	51.90	
3 ft.	41 lbs.	7.70	33.60	61.10	
4 ft.	54 lbs.	10.50	45.10	83.90	
5 ft.	68 lbs.	12.90	56.50	104.70	
6 ft.	81 lbs.	14.90	67.50	125.90	
7 ft.	95 lbs.	17.20	79.00	148.70	
8 ft.	108 lbs.	19.50	89.20	171.80	

### NO. 6 GAUGE—(Approx. 1/5-inch)

Length	per 100	Wt.	Per	Per	Per
			100	500	1000
1 1/2 ft.	17 lbs.	\$ 4.90	\$22.80	\$ 42.70	
2 ft.	21 lbs.	4.90	23.30	43.60	
3 ft.	30 lbs.	5.10	24.20	45.40	
4 ft.	40 lbs.	6.70	31.80	59.60	
5 ft.	50 lbs.	8.50	40.90	79.70	
6 ft.	60 lbs.	10.50	49.40	96.00	
7 ft.	70 lbs.	12.10	57.40	112.40	
8 ft.	80 lbs.	13.90	65.50	128.40	

—Samples sent upon request—

Packed in Bundles of 100 of a size.

We do not break bundles.

**GALVANIZED WIRE**—50-lb. coils

No. 12-ga., approx. 1600 ft. per coil. \$7.65  
No. 16-ga., approx. 5000 ft. per coil. 8.15  
No. 18-ga., approx. 7000 ft. per coil. 8.70

**Schupp**

**FLORIST SUPPLY CO.**  
WILMETTE, ILLINOIS

## COLOR SLIDES

Sparkling 2x2-in. transparencies of landscape plants and plantings to help you sell. Free list. Sample 50c.

P. O. Box 15-A, E. Patchogue, Long Island, N. Y.

**Oak Park**  
NURSERIES



**FELINS  
ELECTRIC  
TYER  
ROTARY  
OR RACK  
TYPE**

Sturdy construction, smooth action, for tying all varieties of nursery stock, cut flowers and bunch vegetables at a great saving of time, money, twine.

**FELINS TYING MACHINE CO.**  
3351 N. 35th St.  
Milwaukee 16, Wis.

**GREENHOUSE AND NURSERY  
SUPPLIES**

**AMERICAN FLORIST SUPPLY CO.**

1335 W. Randolph St. CHICAGO 7, ILL.

**FERTO-POTS.** Plant eats pot. \$12.00 per 1000 up.  
**BONE MEAL** IMT. 2 1/2% per cent N. 20 per cent P.A. \$50.00 per ton C.L.  
**INSTANT COW MANURE.** 10c pkt. makes 1 gal. 6 doz. for \$3.60.  
**COMPOST.** Cow manure and minerals. \$40.00 per ton.

**ALLEN CO. PITTSFORD, N. J.**



ancient churches, fountains and other places of interest—and to the shops filled with handicrafts of the medieval craftsmen, as well as with products of modern Italian designers. Here, too, there will be some special gift which must be bought for each member of the family and dear friend at home.

The coast of Italy and the French Riviera, as seen from the air during the afternoon trip between Rome and Nice, comprise a magnificent panorama of mountain peaks on one side and the waters of the Mediterranean on the other. Nice is a summer garden in full bloom, perched at the edge of the sea, with buff mountains at its back. In this playground of stars the party will visit a carnation nursery and the Grasse perfume factory.

#### High Points of Paris Visit

Paris is last on the schedule of European cities the nurserymen will visit. Here, again, time is set aside for shopping and sightseeing and visits to the night clubs and restaurants of Paris. The wandering nurserymen will meet members of the French National Horticultural Society and will pay visits to the formal gardens of Versailles, which remain the living reminder of the grandeur of the last French kings. Versailles, together with the gardens at Tuilleries, are a must for all members of the group. Of course, there will also be the usual sightseeing to the art museum at the Louvre, the cathedral of Notre Dame, the Eiffel Tower, Napoleon's Tomb and the artists' quarter of Paris.

As a last fling for the nurserymen, there will be the trip to the French chateaux country, during which the castles and gardens and parks of Cheverny, Vilandry, Amboise, Chenonceaux, Blois, Chambord and other localities will be inspected.

Thirty-four days after setting foot on the European continent, the time will come to pack the souvenirs, gifts and trinkets into the suitcases, which somehow never seem large enough to accommodate everything.

The next day, with the steady hum of the four engines of the plane still ringing in their ears, the touring nurserymen will greet friends at New York. During the weeks that follow, they can relive the tour as color pictures of the gardens are shown and the past experiences of the summer are shared with friends.

Inquiries concerning the tour may be addressed to Lloyd G. Platt, secretary-treasurer, National Landscape Nurserymen's Association, Route 3, Davenport, Ia.

## PREMIER PEAT MOSS

### The All-Organic Soil Conditioner

does

**MORE**  
for  
all soils!

You can count on  
**PREMIER**—to  
improve your soil  
—and sales!

**MORE**  
in gardening—  
mulching, etc.

**MORE**  
for customers  
—and for you!



BAGS AND  
CARTONS  
(filled  
or  
unfilled)

BIG VALUE  
BALES

No other material gives the results you get from Premier Peat Moss—because Premier absorbs up to 20 times its weight in moisture, and also absorbs and stores nutrients and feeds them to the roots as needed!

Premier gives all soils loam-like texture . . . perfect aggregation . . . room for roots to spread out. And

at the same time it supplies the natural all-organic material needed for good germination and growth.

Premier gives home gardeners better results too—makes them better customers! Display it—in attractive, fast-selling packages from 1-pot bags to big bales! Write today for prices on Canadian and European Premier Peat Moss.

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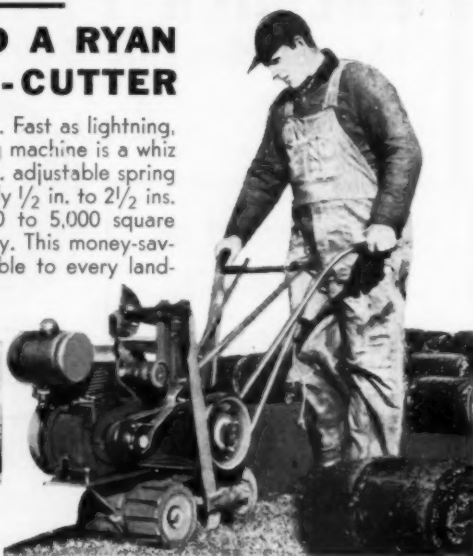
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## AMERICAN NURSERYMAN

### FLORIDA CONVENTION

[Continued from page 8]

terials call for new ideas and fresh points of view in landscape design, said Mr. Galiher. There is never any lack of interest and satisfaction in a well-designed yard.

The majority of potential prospects of nurserymen and landscape men are moderately salaried persons, hence the necessity for long-range development of the home grounds for most persons, Mr. Breedlove pointed out. This is especially true if the landscaping is to be anything more than a mediocre foundation planting and a bit of lawn.

Mr. Stewart said that more and more of his business was the rehabilitation of home grounds because homeowners see their neighbors' beautiful new plantings and the modern landscaping ideas pictured in magazines and desire their yards to be up-to-date, too.

Because of the chinch bug and other serious insect problems and the necessity to water frequently, grass lawns are often a headache in south Florida, hence the increasing use of paved areas. Grass joints in the pavement are becoming a thing of the past because they harbor insects and are difficult to maintain.

Poured concrete in place costs about 30 to 50 cents a square foot in south Florida, so is within the budget of the modest homeowner for the patio. Crab orchard concrete slab runs from \$2 to \$2.50 a square foot. Washed gravel and crushed stone are often used instead of smooth-surface or brushed cement. Tamped rock base makes a good stabilizer for gravel. Frozen gravel, which is made by putting a veneer surface of gravel over a 4-inch-thick concrete base, is attractive. Gravel surface is not desirable where there are children.

One big objection to the paved area, however, is the glare and heat from the concrete or stone. A large shade tree should be planted at the edge or in a pocket in the pavement to cast shade.

For grass lawns on the lower east coast of Florida, selected Zoysia matrella (Baker's rug lawn) is replacing the long-popular Bitter Blue St. Augustine. A new grass to be available in Florida in dense mats for the first time this summer may prove less susceptible to the chinch bug than other grasses. It is a dwarf centipede grass from New Guinea, to be available from Hully Sterling, Davie, Fla.

There is a decided trend in landscape architecture to using high solid enclosures for screening purposes on



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small lots, instead of dense shrub borders. The question was posed, "What is the nurseryman going to do about the trend to structural features instead of more plants in landscape design?"

The problem of overplanting was also discussed. Often it is caused by the customer's wanting an immediate effect and is not the fault of the landscape man. One nurseryman purposely overplants to give the customer an immediate effect, but later thins out the planting so it will not soon appear overgrown.

### Professional Maintenance

No landscape job is any better than the care it receives after planting, but often the problem is to obtain good professional maintenance service. Anyone can mow grass, spray over the foliage and chop branches off shrubs and trees, but it takes real know-how to spray and prune properly, to use the right equipment and materials. The next speaker, Frank

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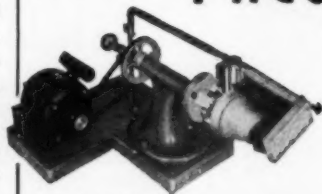


## EXPERIMENTAL STATIONS ARE SAVING TIME

Here are a few of the users —

California Arboretum Foundation, Arcadia, Calif.  
 Chemical Corps, Camp Detrick, Frederick, Md.  
 Horticultural Experiment Station, Vineland Station, Del., Can.  
 Louisiana Agricultural Experiment Station, Baton Rouge, La.  
 Michigan State Experimental Station, East Lansing, Mich.  
 Pennsylvania State Agriculture Laboratory, State College, Pa.  
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 U. S. Dept. of Agriculture, Plant Introduction Garden, Glenn Dale, Md.  
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Neff, Tampa, told how he operates a horticultural maintenance service on a professional basis. He gives consultation, diagnosis and service at a price, just like a doctor, lawyer or other professional man, not free, as nurserymen are so often expected to do.

In 1933 Mr. Neff was an assistant to the county agent after being a clerk. He wanted a better job, but could not secure it without a degree; so he went to college and earned a master's degree in agriculture, which he frankly admits he now uses to his own selfish purpose, just as a medical doctor advertises his degree. After the war he did soil analysis for the county agent and found 70 per cent of the work was for homeowners, not farmers. So he joined a Tampa wholesale firm to do this work. The firm advertised free soil analysis, but the class of customer to which Mr. Neff wanted to cater does not want something free, believing he receives something better the more he pays for it; so Mr. Neff went into business for himself.

His business is divided into three parts: Spraying commercial nurseries, at 9 cents a gallon plus the dealer cost of the material; commercial agricultural spraying, such as cattle and chicken coops, and maintenance of home grounds. Mr. Neff admitted spraying chicken coops was the most lucrative, as he can do nine coops a day at \$50 each.

Home grounds are maintained on a yearly contract basis or custom work that comes in from day to day. When he does maintenance work, Mr. Neff requires that the customer sign a legal and binding contract, requiring him to do the specified work at specified times and the customer to pay for it at a specified time.

Mr. Neff says one has to be able to spray fast to make any profit on that service. He uses three hoses off a tank, with three 50-gallon tanks

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on a rig. Spray is delivered at the rate of 15 gallons a minute, and the retail customer is charged 10 cents a gallon plus the retail cost of the material. On large jobs all three tanks are filled with the same solution, but on small jobs they carry different solutions. This spray truck carries one-fourth mile of hose at all times; so the truck stays on the street and does not have to be driven onto the customer's yard to reach some distant area to be sprayed.

For chinch bug control, Mr. Neff recommended two pounds of 15 per cent wettable Parathion to 100 gallons of water and enough Drest to make light suds. This solution should be applied at 400 pounds' pressure to a depth of 1/16 inch or it will not kill the egg. There is not sufficient residual effect to kill the bugs after the eggs hatch. He said that chinch bugs had developed an immunity to any of the chlorinated hydrocarbons, such as Chlordane. Asked about Malathion, he said it was only one seventh as effective as Parathion.

#### Plastic Graft Wrap

Raffia, waxed cloth and rubber bands used to hold the scion in place in grafting often have disadvantages, said Dr. Roy O. Nelson, field superintendent, experimental farm of the University of Miami. So he has been experimenting with a plastic material, vinylite film, with thickness ranging from .001 of an inch to .0035 (the usual thickness used in air layering). The .001-inch size has a static quality, so is most easily used on rolls. The film is convenient to use in top-working old fields, as the desired width of strip may be easily torn off. The material tears straight.

The vinylite film is permeable enough to let in air, let out gases and hold in moisture. It can be stretched tight enough to hold the scion in place and eliminate the use of rubber bands. The plastic costs \$1.25 a pound. About 50 to 60 wraps, depending on their width, can be made from one ounce of the plastic.

#### For Foliage Plant Growers

In most parts of the country, foliage plant growers are considered florists, but in Florida they are nurserymen. Largely used in the north for indoor pot plants, foliage plants are used for both landscape planting and indoor use in Florida. A separate session was held for these growers Monday afternoon, with Dr. Kenneth Post, professor of floriculture, Cornell University, Ithaca, N. Y., guest

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	No. 1	6 1/2 ins.	6 ins.	50 lbs.	4.50	42.50	
	No. 2	7 1/2 ins.	7 ins.	74 lbs.	5.00	47.50	
	No. 3	9 ins.	8 ins.	82 lbs.	5.50	52.50	
No. 4	(Packed 25 in carton)			Per 100	Per 25	Per 50	Per 75
	13 ins.	12 ins.		130 lbs.	\$7.00	\$13.25	\$19.75
					Per 100	Per 1000	
SPECIAL LIGHT	(Packed 200 in carton)			Per 200	Per 200	Per 1000	
	No. 0	5 1/2 ins.	5 ins.	25 lbs.	\$5.50	\$25.00	
	No. 1	6 1/2 ins.	6 ins.	40 lbs.	7.50	35.00	
	No. 2	7 1/2 ins.	7 ins.	60 lbs.	8.50	40.00	

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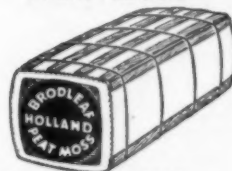
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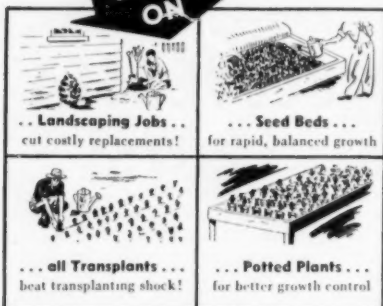


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## AMERICAN NURSERYMAN

speaker. He noted that foliage plants have become a necessity, instead of a luxury, now that they are used as an integral part of architecture.

Dr. Post discussed disease control and fertilization of these plants. Some of the points he made can well be applied to the growing of other plants, too. If the nurseryman practices soil sterilization to prevent disease, he must also be careful that all the equipment that comes in contact with the plants is kept clean, too. It will do no good to use sterile soil and treated pots and frames and then carelessly let the hose with which the plants are watered lie on the ground, where it can pick up disease organisms and carry them to the soil.

Growing in the sandy soil of Florida is similar to gravel or sand culture so far as fertilization is concerned. Soil must be fertilized frequently, but it must be watered even oftener. Since drainage in this type of soil is so rapid, elements are quickly leached out. Nitrogen leaches most readily and potash next, so that, if a complete fertilizer is used, a nitrogen and potash deficiency often results and an excess of phosphorus builds up in the soil if the nitrogen and potash levels are not raised. The nitrogen content may be increased by application of ammonium sulphate, ammonium nitrate or urea. Organic material usually remains in the soil longer than inorganic. However, in high temperatures organic material leaves the soil more rapidly, and the grower cannot be certain of the fertilizer content of his soil; so inorganics are safer in this respect.

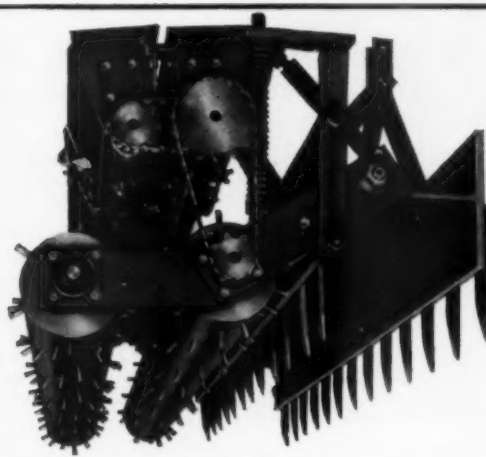
Most foliage plants require a high water level. Sprinkling increases humidity and spreads disease organisms more readily; so fungicides may have to be used. Subirrigation is better. If overhead watering must be done, the plants should be located where they will dry off quickly.

### What an Association Can Do

Drawing his examples largely from the accomplishments of New York State Flowers Growers, Inc., Dr. Post told the general assembly Tuesday morning of some of the things an organization can do for its members and the entire industry.

The national horticultural census, for instance, came as a result of the New York association's starting a floriculture census in its state. Even before it was fully completed, its value became so evident that the national census was undertaken by the bureau of the census, and there is now a full-time man in the census





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Note the photograph of our B-53 streamlined model with two rollers and two seed boxes. Each box has an adjuster for distributing the proper amount of seed. This is the last word in lawn preparation and seeding. You are looking at the pulverizer from an underneath view. Note the two rows of spikes on the steel beam and the two leveling blades that do the rough work. These units are available without seeder, with one or two seeders.

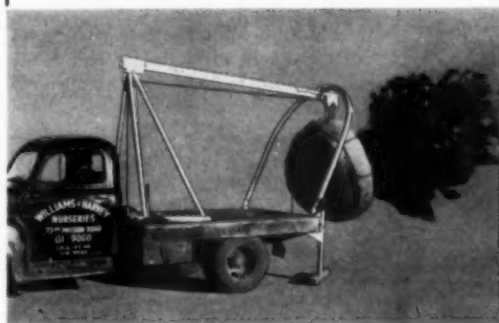
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bureau to work with horticulture.

It was not until this census that floriculture and horticulture were taken out of the census bureau's miscellaneous category of pets and hobbies and considered as agriculture. Nurserymen and growers must make a constant effort to keep themselves classified as farmers. A chrysanthemum grower, for instance, wanted to obtain the industrial rate on electricity for lighting his pompons, which might have resulted in growers' being classified as industrial for other things, which is not to the nurserymen's or growers' advantage. Dr. Post told of the association's fight over the past four years to get the unemployment compensation insurance category for florists and nurserymen changed from industrial to agricultural.

Industrial firms can pass the cost of research for their products along to the consumer, but this is difficult for the grower to do; so it is vital that the growers' associations persuade the state legislatures to provide funds. The New York growers found this difficult to do at first; so they raised the first money themselves and impressed the state university and legislature with their interest and the importance of floriculture to the state. Then the state readily took

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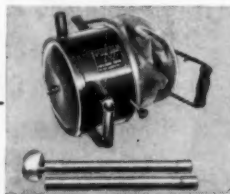
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over. The association also succeeded in putting a representative on the agricultural advisory committee to the governor.

The New York association is now setting up a crop prediction service for floriculture and is starting with the greenhouse rose growers in the state. It plans to cover other crops as soon as possible and hopes to put the service on a national level.

There will naturally be split interests in any association because of diverse problems arising from different soils, climates, etc., in different areas of a state, or special plant groups. But the association will gain strength only in working as a unit. As a result of the division of interest in New York State Flower Growers, Inc., together with the fact that 50 per cent of the members were located on Long Island, the association secured an agricultural substation on Long Island to deal with the problems there.

The flower growers' association was also responsible for the county agricultural agents who now work entirely on behalf of the growers. First an agent was obtained for one county; after the first year the service was found so valuable that another county asked for an agent, and now five have such agents.

State Sen. Edwin Fraser, Southern States Nurseries, Macclenny, presented the legislative report. He said that increases in salaries and funds for the state plant board had been recommended, also funds for erecting new buildings for the college of agriculture at the university and three men to do extension work exclusively for nurserymen and growers.

Paul E. Frierson, chief state nursery inspector, introduced eight inspectors present and gave a brief report. The cost of tags and certificates has been reduced from 25 to 35 per cent. He asked for impartial enforcement of regulations, and the association passed a resolution in this regard.

## Too Much Ego in Selling

His talk to the nurserymen two years ago was so instructive and entertaining that Dr. Goodwin, University of Florida, was invited to give another talk on salesmanship at this convention. The central problem in salesmanship is the egocentric predicament, which Dr. Goodwin defined as the habit of putting oneself in the center of the picture, using the word "I" too much. As he humorously put it, "Salesmen too often suffer from I-strain."

Instead of hearing the salesman

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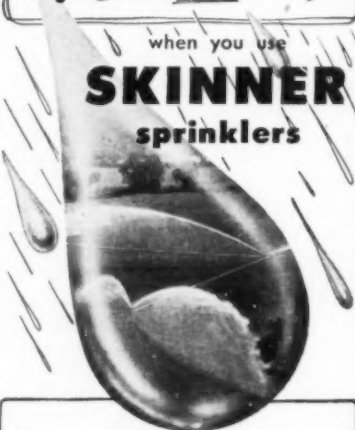
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150 Water St., Troy, Ohio

...for over a half century

talk about I, me and mine, the customer wants to hear about himself and his things. The salesman should discuss his product in terms of what it will do for the customer. Put the customer in the center of the picture.

Dr. Goodwin told of an automobile salesman who noticed that he nearly always sold a car when it was placed on a certain spot in the showroom, a place he came to call the magic spot. He discovered that the "magic" was a mirror on the wall. When the customer sat in the car he saw himself at the wheel; he was the center of the picture.

At one time the Campbell Soup Co. ran an advertisement with great sales appeal. It was a gracious table setting, with a plate of soup at each place and well-dressed persons coming into dinner. Other advertising agencies studied the advertisement to discover its strong appeal and finally found that if there were six persons coming into dinner, there were seven places set at the table; or, if 11 persons, 12 places; always one for the customer, drawing him into the picture.

We make our own attitudes, said Dr. Goodwin, and in selling often fail to see the customer's point of view. Often a salesman fails to get an order because he does not understand his customer's attitude. Some salesmen too often take the attitude that they know what the customer wants better than he does.

### SPRING REPORT FROM TEXAS

Reporting for the Carl Shamburger Nursery, Tyler, Tex., Hugh R. Mills, sales manager, states, "We have just finished a very successful season and are started booking on what appears to be a good one coming up. The fact is, I do not believe the supply will take care of the demand. This shortage is due mostly to last summer's drought, which killed many buds and also shortened our budding season."

Mr. Mills reports that the nursery has had more rain and wind than usual this spring and that the wind caused a few more blowoffs than usual. So far the labor situation has been all right, he reports, but he fears that the nursery may run into shortages when it starts budding operations.

"We have about our usual amount of cuttings for budding this summer, the plants are surviving well and the size is good for this time of year," Mr. Mills concludes. "Our prices so far are about the same as last season's, with no changes contemplated."

## SPEED UP

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**YORK  
"RE"  
RAKE**



**LAWN SEEDING  
AND  
LANDSCAPING  
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### • IT GRADES AND LEVELS • RAKES STONES • MULCHES SOIL

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**For complete details and prices,  
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Trouble-free service without costly breakdowns is assured by the RE's rugged construction. Long-wearing teeth are made of heat-treated alloy spring steel, rigidly attached to carbon spring steel heads . . . easy to replace if necessary. Maximum working width is 8 feet. Raising, lowering and tilting of rake are controlled by the tractor operator, without leaving his seat.

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for Park Trees, Display Gardens, Field use or Greenhouse Pots or Benches. Proven by thousands of users and every one a booster! You'll like them, too. They will stand for years at one marking, or may be changed any number of times for various markings. Send for catalog and prices of the complete PERFECTION LINE.  
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Especially built for handling  
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built in three sizes, with  
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Illustrated is our small  
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RAIL and HURDLE  
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MESH COTTON NET SQUARES

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PHILADELPHIA 6, PA.

### SPRING REPORTS

[Continued from page 10]

items grown by Koster Nursery, Bridgeton, N. J., according to James S. Wells, the firm's manager. The weather worked a hardship on everyone, he writes, but because wholesalers and retailers were all in it, everyone was tolerant of delays, which enabled the Koster firm to fill practically all its orders and thereby show a substantial increase in sales over last season.

Although demand still exceeds supply in most items, he continues, "We do notice that there is a slackening of demand for some of the smaller sizes of stock. People are not prepared to put in young material as readily as they were two or three years ago. They are asking for semi-finished stock, and, if it cannot be supplied, they are either prepared to hunt for it or go without. This is quite a healthy sign, and I, for one, welcome it, because it allows us to hold our young material until it is in a reasonable condition to sell."

Mr. Wells describes the demand for rhododendrons and azaleas as having been "phenomenal" and fully expects it to continue that way. One of the problems encountered again by the firm was the supply and price of labor, he writes. "We had to increase our wage scale, and this is almost inevitably bound to have an effect upon our selling prices. One cannot obtain good labor at the price that one could two years ago, and, with the advent of heavy industries into our area, the situation is expected to worsen."

C. W. M. Hess, of Hess' Nurseries, Mountain View, N. J., writes: "The demand for young stock has been extremely high, and it was necessary to turn back a number of late orders. Business in general has been good, weather conditions poor, with the abnormal amount of rainfall making the soil impossible to dig or prepare for plantings, causing us to drop behind in our own planting."

Mr. Hess reports that his firm does not expect any important change in prices for stock, although it will doubtless remain scarce. Nurserymen in the area around the Hess firm, he observes, all report business to be good, but all seem to be behind with their work and orders.

### Highly Satisfactory Season

Harold J. Timmons, of Buntings' Nurseries, Inc., Selbyville, Del., writes that his firm handled an increased volume of business this year and that the season was highly satisfactory. "We have had a good

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Sturdily constructed, the MENNEPOT withstands hard handling without fear of breaking apart.

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Comes completely assembled... Potting can start immediately upon arrival—regardless of weather.

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The MENNEPOT is easy to handle, economical to use. The extremely light weight makes shipping costs negligible.

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<b>Size 0</b>	Top... 4 ins. Bottom... 3 1/2 ins. High... 4 ins.
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Regular 10 lbs., Heavy 25	
Regular Weight Price	
100... \$2.75 1000... \$25.00	
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<b>Size 1</b>	Top... 6 ins. Bottom... 5 ins. High... 6 ins.
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<b>Size 2</b>	Top... 7 ins. Bottom... 5 1/2 ins. High... 8 ins.
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Regular 24 lbs., Heavy 55	
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100... \$4.50 1000... \$42.50	
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<b>Size 3</b>	Top... 8 1/2 ins. Bottom... 6 1/2 ins. High... 9 ins.
Weight per 100	
Regular 30 lbs., Heavy 70	
Regular Weight Price	
100... \$5.00 1000... \$47.50	
Heavy Weight Price	
100... \$6.25 1000... \$60.00	

<b>Size 4</b>	Top... 8 1/2 ins. Bottom... 7 1/2 ins. High... 5 ins.
Weight per 100	
Regular 30 lbs., Heavy 70	
Regular Weight Price	
100... \$5.00 1000... \$47.50	
Heavy Weight Price	
100... \$6.25 1000... \$60.00	

<b>Size 5</b>	Top... 12 ins. Bottom... 10 ins. High... 12 ins.
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Regular 30 lbs., Heavy 70	
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500 of a size takes 1000 rate in sizes 0-1-2-3-4. Regular-weight pots packed 100 and 200 per carton in sizes 1-2-3-4. Size 0, 250 only. Heavy pots are packed 100 per carton only in sizes 1-2-3-4. Size 0, 250 only. Size 5, 20 only. NO BROKEN CARTONS.

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**CANADA** The Sheridan Nurseries, Ltd., Sheridan,  
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**MENNO S. MENNES NURSERIES**

**NORTH TONAWANDA, N. Y.**

**Phone LUdlow 4444**

cleanup of deciduous stock brought into storage cellars, although the volume since Easter has not shown such a satisfactory increase over last year's volume as was the case with the pre-Easter volume.

"We have been fortunate in securing labor this season, and although the wet ground delayed our spring plantings, the stock is getting off to a good start." Mr. Timmons adds that the demand for stock will probably continue strong next year.

Waynesboro Nurseries, Inc., Waynesboro, Va., handled the largest volume of nursery stock in its history this spring, writes E. M. Quillen. This happened even though the nursery was compelled to turn away considerable business because of shortages of stock. It was even necessary to dig some of next year's stock to meet the demand, Mr. Quillen writes, and, therefore, there will be continued shortages next year as well. Propagation in ornamentals has been increased by the nurseries, and, because of the low prices obtained for them, propagation of fruit trees has been somewhat curtailed.

"Cash-and-carry sales at our main nursery and our two garden shops showed a substantial increase, which encourages further expansion in such methods of merchandising," Mr. Quillen writes. He adds that "Labor has been plentiful and the growing season ideal. Planting was done at the proper time and the stock is starting off in fine shape."

The only blemish on this record concerns the firm's increasing diffi-

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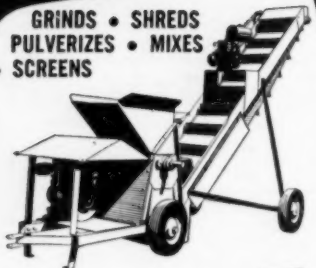
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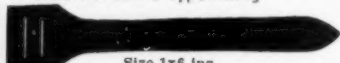
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culty in keeping prices of stock in line with rising operating costs. The growing cost of labor has been partly offset by the introduction of machinery in certain processes, but the firm's labor cost still requires watching. In addition, he reports, "Increased charges for railroad freight transportation and the slowness of this mode of shipping have made necessary changes in our distribution area, which is being limited so that it may be served by our own fleet of trucks." Mr. Quillen writes that he expects the firm to increase prices on some classes of stock, among them fruit trees.

Charles B. Staton, Possum Hollow Nurseries, Philadelphia, Pa., writes: "Here in the Philadelphia area spring, 1953, will long be remembered as the most slam-bang season yet experienced. All local nurserymen lucky enough to have some good stock still available were sold out long before the season opened, for digging operations began in earnest by mid-February, a month earlier than usual, because of the past mild winter with practically no frost.

"Much good work was completed by April 1, which was fortunate, as from early April until now we have been plagued by heavy rains which badly hampered all operations, especially those of the landscape nurserymen," he reports. Possum Hollow Nurseries were able to dig, pack and ship almost on schedule, though they, too, had some trouble with rain.

Mr. Staton writes that good stock continues to be short, and all of the smaller kinds, from stricta juniper to hybrid rhododendrons, were being merchandised by roadside stands. However, most of the choice plants, azalea, taxus, ilex, etc., are marketed by professional nurserymen through their own retail outlets.

### More Shortages Reported

Shortages of stock are also reported by Albert F. Meehan, of Thomas B. Meehan Co., Dresher, Pa., who says that "Trees, in particular, were scarce, and we sold out of oaks and maples in medium sizes early in the season." The demand was good, though one of the wettest springs in Mr. Meehan's memory made digging and planting extremely difficult. Labor was in short supply, but he writes that the firm managed to pick up some extra help and completed its orders. Prices are expected to remain close to their present level.

"We do not anticipate an over-supply of salable stock next fall," he

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Steel wire stakes with galvanized or green enamel finish—Aluminum and Galvanized Labels.

Also other Ideal Garden Gadgets.

SEND FOR  
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TODAY



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The new chelated organic iron\*

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5 lbs.—\$2.00 per lb., delivered

50 lbs.—1.90 per lb., delivered

100 lbs.—1.80 per lb., delivered

Usually applied at rate of 1/2 to 1 oz. per 100 sq. ft., or as a spray at 1 to 4 lbs. per 100 gals. of water.

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IF YOU'RE NOT USING  
**SUPERTHRIVE 50-IN-1\***  
YOU'RE LOSING TOO MANY PLANTS!

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**VITAMIN INSTITUTE**  
5409-15 Satsuma Ave., North Hollywood, Calif.



JUNE 15, 1953

55

concludes, "except possibly in a few items of shrubs that are easily and quickly grown, but I advise caution in propagating quantities of easily grown shrubs."

The labor shortage was lightened at Fairview Evergreen Nurseries, Fairview, Pa., by the importation of Puerto Ricans, writes Mildred Hetz Bendure. These men were the same persons who worked for the firm last year, and it was not necessary to train them for the work. This gave the firm all the labor it needed and enabled it to ship more stock than in any previous spring.

Weather was cooperative until the middle of April, when heavy rains began to fall, and operations were greatly slowed. "Needless to say," Mrs. Bendure writes, "we were unable to fill all orders for balled and burlapped stock while the demand was good, and it has been necessary to carry a few forward for fall shipment. However, customers were very understanding and considerate. We presume they were confronted with the same situation."

The nursery expects to have a full line of stock to offer again next fall and spring, with prices remaining about the same.

Owing to unusually favorable weather, digging and transplanting were carried on as early as January and February at the Westminster Nurseries, Westminster, Md., C. Willard Stoner reports. Heavy rains hit the area in March and April and these, along with the labor shortage, had an effect on the firm's ability to meet the heaviest demand it had ever experienced. "Because of the heavy demand," Mr. Stoner writes, "supplies of many varieties became exhausted, with the result that the customers in most instances were accepting near substitutes."

Because of the cost of operation, reflecting increases in the cost of labor and supplies, Mr. Stoner sees no chance for any reduction in prices and adds, "With the benefit of a good growing season we expect to have a well-balanced supply of stock available for both this next fall and spring."

#### Early Digging in Ohio

Early digging was managed at W. N. Scarff's Sons, New Carlisle, O., because of the unusually warm March, thus enabling the firm to rack up one of the best sales records for that month in its history, according to Howard N. Scarff. However, a wet April and early May slowed sales by about 20 per cent, and the firm's gross volume will probably



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end up to be the same or slightly above last year.

"Labor is still scarce, owing to our proximity to the Wright-Patterson air base and the large amount of defense industry around Dayton," Mr. Scarff writes. "Our Texas farm labor camp has solved the problem for common labor, but not for the more experienced help, which is still extremely scarce."

A. W. Krieger, of Krieger's Wholesale Nursery, Bridgman, Mich., reports that the firm enjoyed one of the best seasons in many years and adds, "We believe that ideal weather conditions had more to do with the outstanding demand for stock than anything else." The demand for small fruits was, he writes, possibly exceeded only by the first postwar season, in 1946.

"I do not believe there was any increase in acreage of small fruits put out this spring," he concludes, "with the possible exception of strawberries, for which demand exceeded supply."

### Michigan Weather Ideal

Henry Kleine, of Newport Nursery Co., Newport, Mich., writes: "Business was good this spring, with continued strong demand. The weather was nearly ideal here in southeastern Michigan, though we had three successive frosts (down to 28 degrees F.) in late April, which apparently did little damage."

Mr. Kleine says that the firm increased its plantings slightly, as there is no sign of an oversupply of stock, and expects prices to remain fairly stable.

Matthews' Nursery, Harbor Springs, Mich., had a good selling season, though digging was slowed down considerably by the wet April weather, writes E. A. Matthews.

"So as better to supply bare-root stock in larger transplant sizes," he reports, "we are beginning cultivation on a nursery addition somewhat larger than our present planted area. There will be several years to the first crop, but we've started."

Next year's stock is expected to compare favorably with the quantity grown this year, he says.

A good cleanup of all stock and a high level of activity is reported by Harry W. Hobbs, of C. M. Hobbs & Sons, Inc., Bridgeport, Ind. Though good help was scarce, the nursery was able to obtain enough to keep business moving.

"Our planting in the nursery was about as usual in quantity," he writes. "Shrubs and some kinds of fruit trees will be shorter than usual.

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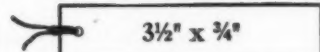
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#### Busiest Year in History

W. J. Smart, of D. Hill Nursery Co., Dundee, Ill., announces that his firm had the busiest year in its history. The demand for liners was exceptionally heavy, he writes, and the firm handled a larger percentage of orders for balled and burlapped stock than in several years past. Mr. Smart says that, in his opinion, all nurserymen, particularly those dealing with the retail buyer, handled heavier demand this year than in the past.

"Weather conditions with us were perfect," he writes. "We were able to start early and never were held up by rain, with the exception of two half days. This is the first time, to my knowledge, that we have not been tied up with a snowstorm when spring opened up early, as it did this year.

"The supply of stock next year, in my opinion, is going to be more limited than it was the past season, particularly in lining-out sizes," he continues. "This is because more nurserymen are growing more of their own material and because of exorbitant freight rates, the latter acting to make unprofitable the shipment of finished material beyond trucking distance. Though it is difficult to give any idea as to the price situation, I am of the opinion that, owing to the higher cost of labor and materials, prices should show some increase."

Despite definite shortages of material at Bryant's Nurseries, Princeton, Ill., the spring season ended with a dollar volume running somewhat ahead of the volume of the past few years, writes Miles W. Bryant.

Because of these shortages, which were particularly acute among ornamentals, he writes, "We have been forced to dig rather freely from younger blocks, and, therefore, finished material next year will be available in about the same quantity as the past season."

Weather at Bryant's was almost ideal, and little time was lost because of it. The labor, though not freely available, was sufficient to enable the firm to complete its shipping and planting well ahead of the usual schedule. Mr. Bryant cautions that the subsoil is dryer than usual and that the area needs regular rains throughout the summer if the stock is to grow satisfactorily.

The digging season at J. V. Bailey

# ALUMALATH

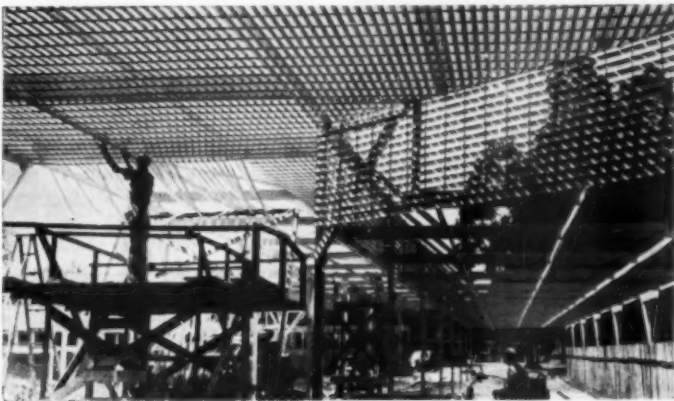
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Nurseries, St. Paul, Minn., was prolonged by the long and moderate spring, according to Gordon Bailey. The demand was good and the nurseries can point to a fine season.

"The labor supply was fairly good, although our wage rate is comparatively high in this immediate locality because of our proximity to the Twin Cities." He concludes by saying that the firm expects to have about the same supply of stock next year, and that they do not expect any radical change in prices.

Another Minnesota company, Jewell Nurseries, Inc., Lake City, benefitted similarly from the good planting and digging weather. Ken Law writes that demand was strong for all classes of stock, and, though the help supply was barely adequate, the good weather made it possible to give customers satisfactory delivery.

Mr. Law, too, expects the firm to make no significant change in its prices, and states that they are maintaining plantings at about the same level. The Jewell company is faring better with its collections this year, he writes, which show a stronger trend than in the past two years.

### Good Season at Shenandoah

Business at Mount Arbor Nurseries, Shenandoah, Ia., was entirely satisfactory this past season, writes George L. Welch. "Prices were firm, and we had comparatively few items left unsold. Operating continues to be difficult and costly. At season peaks there is a serious shortage of labor locally, even though higher wages are offered. Fortunately we were able to import foreign workers to maintain reasonably good service and to complete our planting in good time."

Mr. Welch expects all fruits to be in short supply, at higher prices, in the Shenandoah area. Shrubs and shade trees will also be short, but the firm hopes to maintain the same price schedule for those items. The firm's Gustine, Calif., rose ranch is expected to grow the same quantity of roses next year, and these will be sold at the current price.

Mr. Welch says that he is optimistic about prospects for the coming year, although farm income is somewhat lower and world conditions are still unsettled. Early orders, he says, indicate continued strong demand and firm prices.

MRS. FRANCES HASSINGER, of Professional Landscaping Service, Albuquerque, N. M., underwent major surgery recently, and is recovering satisfactorily.

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